Starchroom

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165 SHIRTS

THE STARCH THAT MADE WHEEL SIZING PRACTICAL



Guaranteed 50% VELVET WHEAT

THE HURON MILLING COMPANY, 9 PARK PLACE, NEW YORK CITY 7

TEN MILLION Cottonblossom
PADS & COVERS

can't be wrong!

More Than 10 Million Cottonblossom Pads and Covers Have Been Used With Perfect Satisfaction!

Brown Nylon Covers

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White Sateen Covers

Cover Cloth Covers

Sheeting Covers

5/8" Pads

Ready Cut Flannel Pads

Cottonblossom Covers for laundry and dry cleaning presses are made from a variety of special fabrics to meet individual requirements. They are skillfully cut and stitched to fit properly on all sizes of presses.

Cottonblossom Pads are made from full weight \$\frac{5}{a}"\$ Cottonblossom padding and cut to proper size. Overedged to prevent raveling. They are always a satisfactory buy.

Order from your favorite
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The COTTONBLOSSOM Line of Laundry Textiles . . . Sold Through Jobbers Only CHICAGO 54: 10-103 Merchandise Mart, Phone Delaware 7-5193 LOS ANGELES 7: 3763 S. Broadway, Phone Adams 6171-72 DETROIT 16: 1627 West Fort Street, Butte 518, Phone Woodward 1-9673



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PUBLISHED MONTHLY SINCE 1894

VOL. LIX, No. 8, AUGUST 15, 1952

READER'S GUIDE

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Postscript

It is seldom that we receive letters spiced with the kind of humor found in the following unsolicited item from this morning's mail. It even surprised us.

"In a recent issue of your wonderful magazine, I noticed an entire column which somehow had gotten past the proofreader.

"Thank heavens for the recent Republican and Democratic national conventions. At long last I find we the people have the right to get out in the asises and challenge the count. In light of this newly acquired knowledge I at last have the courage to fight the vested interests, point with pride, view with alarm and even pop off to editors.

"After much research I have uncovered new evidence which should clear the 'Looie' referred to in the article to his rightful place in society. As a result of an intensive interview with engineer Frank Bellew, the Santa Fe's finest, the following facts should clear the record for his 'son Looie':

1. His insistence on covering the ladies' luncheons stems from his need for at least one good meal during a convention, what with the kind of an expense account he has to work on and especially in light of requirements that he show proof on each item, like sending in a wet towel every time he gets a room with a bath.

2. As for making it a point to get ac-

 As for making it a point to get acquainted with the laundrymen's wives, don't you realize yet that laundrymen's wives are the best cooks in America?

3. As to taking pictures of all the laundrymen's wives, he always thinks they're the models at those style shows!

> R's'f'ly y'rs, Lou Bellew

"P.S. Next time we're in Chicago at the same time I'll take a picture of you and my dad in the cab of the Texas Chief diesel."

In the interests of editorial integrity we feel compelled to make it clear that we cannot be bribed. Ever since childhood we have dreamed of sitting right up in the eab with the engineer and waving at our friends at the crossings as we sped through the countryside, Having our picture taken is not enough, much as we would appreciate the pleasure of meeting Mr. Bellew and the honor of posing with him.

Incidentally, it may be of interest to readers to learn that in the case of the picture of Mr. Bellew and Miss Gloria Swanson which appeared on this page last month son Looie got "scooped." Credit for the photo should have been given to a staff photographer from the Chicago Tribune in which newspaper it originally appeared. Question: With a beautiful lady in the cab with his dad, where was Looie?

—Jim Baguer

,

NED WINTERSTEEN
JAMES A. BARNES
E. P. GREENE
LOU BELLEW
JOHN J. MARTIN
JOSEPH C. McCABE engineering editor
ROLLIN NELSON
or editor



OGENIZED

PRIME SOHP — THE ONLY COMPLETE
COMMERCIAL LAUNDRY SOAP

HOMOGENIZED

AND HERE'S HOW IT HELPS YOU MAKE MONEY IN THE LAUNDRY BUSINESS

IT GIVES YOU

- 1 Uniform top quality work ALWAYS
- @ Low cost washing
- Freedom from gray work
- 4 Steady, satisfied customers
- 1 More time to go after new business

IT'S HOMOGENIZED

every grain is built the same soap and builder cannot separate

By the makers of Beachrite, Coldspray, Polarsudz, Fluorium, White Cap Blu
BEACH SOAP COMPANY, LAWRENCE, MASS,

PROVE IT YOURSELF ORDER A TRIAL BARREL TODAY

USE HOMOGENIZED

PRIME SOHP

Built to deliver on the double!

International trucks with Metro* bodies are designed to make deliveries quickly, easily, and inexpensively. They're extremely maneuverable in traffic and give you nearly twice the payload space of a panel of comparable size.

Metros are easier to load and unload. Drivers make deliveries and pick-ups faster, with less effort.

No wonder cost-conscious operators have made Internationals with Metro bodies first in multi-stop truck sales for 14 straight years. See your International dealer or branch for the complete story.

INTERNATIONAL HARVESTER COMPANY . CHICAGO

Check these outstanding Metro advantages:

- Silver Diamond valve-in-head engines are rugged, packed with extra power. Engineered to save you plenty on operating and maintenance costs.
- Super-steering system—more positive control. Wider front axles make possible full 37° turning angle for safer, easier handling and maneuverability.
- Six models—with GVW ratings from 5,400 to 11,000 lbs.
 Cubic foot body capacities—235, 292, 375.
- Matched body and chassis built to your specifications under one roof to save you money.

International Harvester Builds McCormick Farm Equipment and Farmall Tractors . . . Motor Trucks . . . Industrial Power Refrigerators and Freezers *Metro. Registered trade mark of The Metropolitan Body Company, Inc., subsidiary of the International Harvester Company.

Better roads mean a better America



INTERNATIONAL

TRUCKS
"Standard of the Highway"



For "Lower-than-Ever" Ironing Costs ... SUPER-SYLON with TRUMATIC

Combine the Super-Sylon Ironer with Trumatic Folder and watch your flatwork ironing costs go way down . . . your production go way up. You need only one receiving operator on large pieces, and you can iron at higher speeds.

SUPER-SYLON, with TRUMATIC, gives you all the high-production, labor-saving advantages you need for low-cost flatwork ironing.

SUPER-SYLON ironer

- Large 13%" dia. padded rolls give 20% more heated surface under pressure.
- Designed for use with steam up to 125 lbs. pressure, producing more heat for high-speed ironing.
- Olose-grained Meehanite Metal chests, cast in AMERICAN'S own foundry by skilled craftsmen.
- [®] Grease-gun lubrication for drive shafts, ironing rolls, apron and ribbon feed rolls, and practically all friction points.



- Automatically folds flatwork, directly from Ironer, at fastest ironing speeds.
- [®] Self-contained, for use with any 110" or 120" ironer, either chest or cylinder type.
- * Available single-lane for folding large pieces only; or double-lane for folding large pieces or simultaneously folding two lanes of towels, pillow cases, and similar pieces.
- * Double-lane TRUMATIC available with either manual or automatic transfer, for changing back and forth between single and double lane.

TRUMATIC folder

AMERICAN

LAUNDRY MACHINERY CO.

CINCINNATI 12, ONIO

AMERICAN'S exhibit at the A.I.L. Convention will feature the TRUMATIC Folder in operation. Don't miss it!



Quality is a way of doing business

Quality means more profits for you-and Armour products mean quality!

For your customers, quality means white shirts fresh and bright, color work that's snappy, laundry that is *really* clean. For you, quality means customers that come back again.

The best way to assure quality in your work is to use good soaps and detergents—ones you can rely on. And Armour soaps are quality products.

For your whitework, for instance, you need a quick-penetrating, high titer soap. It's got to stay active under high whitework temperatures. From Armour's complete line of quality soaps, you can choose either Flint Chips or Giant Powder.

Flint is a neutral soap containing a minimum of 88% anhydrous soap, with a titer of 41-42°. And Giant Powder is a ready-built product with high soap content, also with a titer of 41-42°.

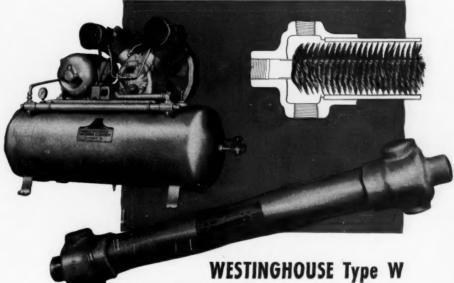
For your color work, you can guarantee quality by using Hilo Powder. Hilo, a balanced blend of carefully selected medium titer soap and builders, knocks out 90% of the dirt on the first run—and at safe, low temperatures.

For these or other quality products, your Armour distributor is the man to see. He has more different soaps and synthetics than anybody!



When writing to advertisers please mention STARCHROOM LAUNDRY JOURNAL





WESTINGHOUSE Type W
WATER-COOLED AFTERCOOLER

You can Install
Westinghouse Type "W'
Aftercoolers on
Existing Equipment . . .
Specify it
on New Equipment

When buying new compressors—specify the Westinghouse Single-Stage "YS" for double the air and triple the protection . . . and the Type "W" Aftercooler for dry air delivery.

If moisture in your compressed air supply is causing complications—here's your answer! The Westinghouse Water-Cooled Aftercooler removes the moisture, delivers dry air to your machines.

Westinghouse Type "W" Aftercoolers have a water-cooled core of high-efficiency copper-spined tubing, housed within a 2½" O.D. steel tube which carries the air. Cast brass headers provide water connections at ends, air connections at top. Entrapped moisture is drained from bottom of header by removing plugs. Westinghouse Air Brake drain cock or automatic drain valve available as optional equipment.

Type "W" Aftercoolers are furnished in three sizes: for 1½ and 2 HP compressors; 3 and 5 HP compressors; and 7½ and 10 HP compressors. Price and dimensional data on request.

PRODUCTS DIVISION WESTINGHOUSE

AIR BRAKE COMPANY
WILMERDING, PENNA,



FACTORY BRANCH: EMERYVILLE, CALIF. DISTRIBUTORS THROUGHOUT THE UNITED STATES . . . CONSULT YOUR CLASSIFIED DIRECTORY, DISTRIBUTED IN CANADA BY: CANADIAN WESTINGHOUSE CO., LTD., MAMILTON, ONTARIO



The <u>ideal</u> Metal for Laundry Equipment is STAINLESS STEEL

WRITE FOR YOUR COPY OF THIS NEW BOOKLET

"ALLEGHENY METAL in the LAUNDRY INDUSTRY"

24 fact-filled pages of information and pictures for you on the advantages of stainless steel in laundry equipment—free on request.

SEND FOR IT TODAY ADDRESS DEPT. 1-32 Stainless steel, in modern laundry equipment like the washers and extractor basket illustrated above, not only does everything you're looking for, but does it best! No other metal gives you as much of the qualities that matter: hard-surfaced ruggedness that can take a daily beating and still retain lifetime beauty of appearance... resistance to corrosion by any solutions or cleaners you use... ability to retain heat and maintain washing temperatures... great strength, long life and constant ease of cleaning.

Yes, by any yardstick you care to use, stainless steel is far and away the ideal metal for laundry equipment—and it has 20 years of superior performance in washrooms coast-to-coast to prove it. • The next equipment purchase you make, look for and insist on Allegheny Metal, the time-tested stainless steel.



Nation's Leading Producer of Stainless Steels in All Forms

ALLEGHENY METAL is stocked by all Joseph T. Ryerson & Son, Inc. warehouses



GREEN LABEL COMPOUND

Is the OUTSTANDING- Medium pH

Laundry Builder

An exclusive blend of efficient materials plus a special wetting agent, GREEN LABEL COMPOUND is designed to meet the exacting requirements of the modern laundry. This new and different laundry builder activates soap and is free from harsh caustic alkalies. Here-for the first time-is a medium pH product that provides better than high pH performance on hotel linens, towels and family wash. GREEN LABEL COMPOUND actually promotes longer life of laundered fabrics.

When you add GREEN LABEL COMPOUND to your laundry formula, you get . . .

Better Wetting and Penetration

The modern ingredients in Solvay GREEN LABEL COMPOUND speed wetting and penetration. Its dispersing and colloidal

action results in thorough soil removal in less time.

LAUNDRY SOAP



Improved Water Conditioning

The insoluble soap curd formations, responsible for gray off-colored wash, are either of pletely eliminated or greatly minimized by the use of Solvay GREEN LABEL COMPOUND. In addition, it helps prevent the formation of unsightly lime soaps on the wash wheel. These features are of particular importance to laundries in hard water areas

Longer Fabric Life

Solvay GREEN LABEL COMPOUND, being free from all harsh caustic-type alkalies, causes no linting. It is safer for fabrics as well as for laundry personnel. Lower tensile-strength losses an longer life for linens and clothing.

A Whiter, Brighter Wash

The improved wetting and penetration . . . and the quicker, more thorough rinsing, combine with GREEN LABEL COMPOUND'S water conditioning ability to produce white, sparkling work-free from soap specks and streaks.

SOLVAY PROCESS DIVISION

ALLIED CHEMICAL & DYE CORPORATION

61 Broadway, New York 6, N. Y.

BRANCH SALES OFFICES Boston • Charlotte • Chicago • Cincinnati • Cleveland Detroit • Houston • New Orleans • New York • Philadelphia Pittsburgh • St. Louis • Syracuse

le Potesti - Potazolom Carbo nate - Para-dichlorobenzene - Orthe-dichlorobenzene

Starchroom Editorial

The Time Is Now

"Every laundry can take a tip from the 12 Memphis launderers who found immediate results by tying-in with the half-page AIL Certified Washable Seal advertisement placed in the March 31, 1952, issue of Life magazine with their own hard-hitting promotion."

This is a quotation from the American Institute of Laundering's Service Bulletin No. 432. If you have not already studied this bulletin, may we suggest that you do so now?

It describes in detail the "Memphis Plan"—a comprehensive cooperative promotion and advertising campaign which brought new customers into the participating plants. The campaign utilized newspaper ads, store window displays, a television showing of AU's "Time for Living" motion picture film, radio time, tie-in ads with the local utility company and department stores, and numerous other media for a period of several weeks commencing with the day the Life ad appeared.

The Memphis group of plants was able to check on the results of the campaign by using the device of offering to launder new shirts and sheets free to persons presenting a certificate, clipped from one of the newspaper ads, along with their bundle. Among the nearly 5,000 people bringing in free bundles 459 had never before used laundry service. This represents a return of approximately 9.5 percent. Advertising experts consider such a return indicative of a highly successful campaign.

The moral of this story is perfectly clear. A tie-in at the local level with an advertising piece in a national publication which enjoys widespread consumer acceptance can result in tangible results for laundryowners. ALL has supplied the tools. All a given group needs to do is organize the campaign locally along the lines suggested in the special bulletin. It takes work, special attention to details and lots of "follow through" but what campaign worth attempting doesn't?

Most of all, it requires the services of an individual who has the time and patience to coordinate the efforts of all participants. In many localities there are professional secretaries or association executives who could fill this bill perfectly. The Memphis plants were fortunate in having William Henry Fisher, marketing counselor for their group, act as coordinator.

The important thing is this. Another AIL Seal ad is scheduled to run in Life early in November and now is the time to start the ball rolling in your community if full benefit is to be derived from it.

More Effective PR

If you turn to page 28 you will find a report on the technique employed these days by the manufacturers of home washing equipment when they unveil new models of machines or when they have a message to get across to the housewife.

This report is not published with the intention of "worrying" laundryowners about the "advent" of the home washing machine. We think it has been demon-

strated that, with 73.5 percent of homes with electric service also having an electric washer, it is much too late to talk about the advent of such equipment. It's here to stay.

The report is published to demonstrate the kind of "facts" that are being fed to the American housewife through the medium of her favorite homemaking magazine and via the local newspapers, radio and television stations.

It seems to us that something should be done to counteract this type of consumer "education." And it seems to us that the American Institute of Laundering is the best qualified organization to do a little "educational" work on behalf of the nation's laundryowners.

Now, as we have said before, this is not to imply that a national advertising campaign is either required or desirable (to say nothing about the practicality of such a campaign). What we are talking about is a public relations program.

The home appliance people are much too subtle to rely solely on national advertising. In the audience at the meeting referred to above were representatives of consumer magazines and newspapers with a combined readership of many millions of women. These writers returned to their typewriters and proceeded to fill the columns of the publications they represent with homely tips on how to wash and dry (and iron, in many cases) clothes made from the new man-made fibers at home in their nice, new machines. They even go so far as to tell the housewife that this can be done better at home by machine than in a commercial laundry.

The AIL conducts, of course, many fine public relations activities on behalf of its members. The motion picture film "Time for Living" is one. Presumably the forthcoming film "Every Day Is Washday" will be another of the same caliber. The publicity and editorial department at Joliet, we are told, sends out hundreds of women's page feature stories stressing the advantages of having clothes and linens washed by a commercial laundry.

But are these activities enough to do the whole job? Wouldn't it be better if the director of the consumer service bureau of one of the nation's national homemaking publications appeared in a movie and looked the housewife squarely in the eye and said, "Believe me, these new miracle fabrics which are coming into the market can be washed, dried and ironed better in a commercial laundry by professional people than they can be done at home. How do I know? Because I have been in constant touch with the model laundry plant operated by the American Institute of Laundering in Johet, Illinois, where every conceivable fabric has been put to the test for washability, tensile strength loss and whiteness retention. The members of this association are professionals who treat your fabrics with the greatest possible care."

Does this sound phony? Or does it sound plausible? It's no more far-fetched than the "education" a lady from one of the big magazines gave our man (via the film) the other day. It's simply telling our side of the story. And it's telling it through the mouths of those professional home economists whom the average housewife implicitly believes.



The key to bigger bundles is Better Shirts

A.I.L.CAMPAIGN PROVES
POWER OF SHIRT
SERVICE AS A POTENT
BUSINESS BUILDER

I'VE BEEN ON THE
JOB 20 YEARS. I'M
WORN OUT... JUST CAN'T
WORN ANY MORE! IT'S TIME
TO ANY MORE! IT'S TIME

A shirt is no better than its starching... Coller Comfort All Day Land

I CAN GIVE
YOU PERFECT
STARCH FOR THE
FINEST SHIRTS
IN TOWN!

THE BEST STARCH IS

Cooked STARCH

Only with cooked starch can you produce the beautiful shirts that look right . . . feel right . . . stay right all day long, to bring you profitable repeat business (and the rest of the family bundle along with the shirts). Cooked starch penerates more uniformly . . . gets "inside" the fibres to give the fabric soft, pliable body and the sliky-smooth "feel" of real quality doesn't just lie on the surface to cause ugly shine, blisters and rough harshness. Cooked starch dries taster and more evenly on the press to save time, boost production. More economical, too . . . goes 15% to 20% further than raw starch. Cooked starch means finer, satin-like finishing, faster, at less cost. But good cooking needs good equipment? You can't get starch of proper consistency and keep it of the proper temperature with a worn-out, inefficient contraption that wastes starch, steam and time.

Get a new BISHOP COOKER

Made of non-corrosive copper . . . the perfect heat conductor. Double-wall construction, with inner and outer walls scientifically spaced and permanently insulated—prevents sweating and radiation of heat . . . holds the heat in to keep starch at right temperature indefinitely for proper penetration.

THESE GIVE YOU BETTER SHIRTS, TOO!

in less time... at less Cost!







Cut handling fold up to save space. All steel, in 2 sizes: B29-50 (for 50 shirts). 200 100 100 shirts).



REVOLVING SORTER \$332.25

50 bins in arm's reach to sort twice as fast in half space. Turns at flick of finger; holds 500 shirts. Won't tip. No. 826-10.

3 POPULAR SIZES

15-Gellen (floor space 24"x28"), Model 83-2 \$230.00 25-Gellen (floor space 28"x32"), Model 83-5 265.28 50-Gellen (floor space 32"x36"), Model 83-1 1 308.78

F.O.B. CHICAGO

COPPER IS SCARCE ...LIMITED STOCK, PLACE ORDER NOW

For you, BISHOP has looked ahead, built ahead. Despite the shortage of defense-assemiol copper and brass, you can get the new BISHOF cooker you need—it you act promptly—for taster, more-thorough cooking, , finer-looking, finer-wearing shirts.

Order Now FROM YOUR SUPPLIER

G H BISHOP CO CHICAGO



HE IS OUR DISTRIBUTOR

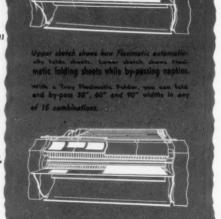
MANUFACTURERS SINCE



Takes work direct from any standard flatwork ironer

LABOR COSTS GO DOWN in a hurry when you install a Troy Fleximatic Folder in your laundry. Linens are automatically measured and folded twice, into quarters, leaving only the final cross-fold to be done by hand. The versatile Fleximatic automatically measures and folds linens ranging in size from 20" to 120" wide and from 24" to 108" long. Folding is done as fast as the ironer can iron. What's more, the Fleximatic takes up less floor space than any folder on the market today.

If YOU'RE interested in reducing your laundry labor costs, you'll want all the details on Fleximatic Folders. Ask your Troy representative or write our factory today for free bulletin.





LAUNDRY MACHINERY

Division of American Machine and Metals, Inc., EAST MOLINE, ILLINOIS World's Oldest Builder of Power Laundry Equipment

Shirts	Drasass
Collars	Unitorms
Night Shirts	Stige
Undershirts	Pantire
Shorts	Night Dreesee
Union Suite	Blankets
Pajamas	Gurtains
Coats	Towels, Hand
Trousers	Towala, Bath
Overalls	Handkorchiels
Goveralis	Hose (Pr.)
Socks Pr.)	
_((
-/	
	Night Shirts Undershirts Shirts Union Suits Palamas Costs Yrousers Overalls Coveralls

The bundle tag used by Llewellyn's car haps accompanies the bundle to the store and into the plant. Reverse side of tag (right) is used only for list service bundles. Pricing clerk gets all necessary information from this tag in preparing sales lickets.

How Liewellyn's Handles Its Drive-in Bundles

Simple tag and ticket system co-ordinates sales, production and accounting procedures

By JAMES A. BARNES

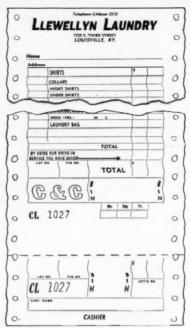
HANDLING HUNDREDS OF BUNDLES weekly at Liewellyn Laundry in Louisville, Kentucky, has resulted in the perfection of a system which should interest laundryowners who are planning to open a drive-in store.

Liewellyn operates two drive-in laundries and a separate drycleaning plant. The latter was bought in October, 1950, for productive purposes only. Gross sales from all operations are running around \$10,000 weekly

with 70 percent of this business coming from drive-in customers exclusively. Having tried all other conventional advertising and selling ideas, owner E. A. Mall is convinced that the drive-in holds the key to the future of his business and plans are now in the formulative stage for several more Liewellyn drive-in plants in the Louisville area.

The plants offer four services: LAUNDR-IT, fluff





Pricing clerk prepares these sales tickets by machine from intermation on bundle tags. Ticket at left is used for all services except list (bachelar) service. The list of items on sales ticket at right corresponds with the list on the reverse side of the bundle tag.

dry, finished family and list (or bachelor) service. The LAUNDR-IT service was introduced in January, 1950, for the purpose of offering customers a service which was competitive in price with self-service laundries. It never did develop into a large volume of business but it served its purpose well and most customers who have tried it either have been or are now being "upgraded" to one of the other services. In this service everything is washed and dried.

In the fluff dry service all flatwork and handkerchiefs are ironed, wearing apparel is dried (but not starched) and shirts are finished if desired. In both the family finished and list services everything is completely finished.

In describing the methods of keeping accounts and sales records for the heavy volume of drive-in business a word about Llewellyn's identification procedures is necessary. In the case of both LAUNDR-IT and fluff dry bundles the work is identified by pin and net from the classifying table through the washroom operations. At the wet assembly department this work is identified according to finishing classification by tickets which accompany it through the finishing departments.

In the case of both finished family and list services everything is fully identified by clip. An exception to this rule applies to flatwork and fugitives in finished family bundles, both of which are identified by tickets which go through with the work.

When a customer drives up to the door at Llewellyn's a car hop accepts her bundle, writes her name and address on a white tag and carries it to the counter where an attendant marks the day of the week in a space provided on the tag for that purpose. She then ties the tag securely to the bundle and sends it to a girl who checks it against a permanent customer card file maintained in the store. This file provides her with the correct spelling of the customer's name as well as her

address and type of service. She marks the type of service in a space provided on the tag and then prints the customer's name on a line right below the space where the car hop originally wrote it. This provides a double check on the correctness of the spelling.

The bundle is then ready for the classifiers in the plant. At the classifying table a girl removes the tag from the bundle and, in the case of LAUNDR-IT, fluff dry, and finished family service, weighs the work and classifies it. In so doing she carefully records in the space provided on the tag the pounds of flatwork, pounds of wearing apparel and the total weight of the bundle. She also records the number of shirts, identification mark and the lot and pin numbers on the tag.

Office procedures

After an entire lot has been classified the tags for that lot are sent to the office for pricing and posting to the sales records. Here the pricing clerk records on a sales ticket, by machine, all the required information found on the tag. The machine prints an original and four copies of the sales ticket. Each of the five tickets thus printed is of a different color and each has a perforated stub at the bottom (see illustration).

The main part of ticket number one is imprinted "shirts" and the stub is imprinted "cashier." The main part of tickets number two through five are imprinted "wearing apparel," "flat," "handkerchiefs" and "file" respectively while stubs number two through five are imprinted "socks," "bath towels," "special" and "attendant" respectively.

Llewellyn's give a 10 percent discount on all drive-in business unless the customer requests special one-day service. In pricing a bundle the clerk computes the total price and enters it on the sales ticket. A line right under this total reads as follows: "by using our drive-in serv-

ice you have saved ——." The discount is entered in this space and the net total entered on the line below. In this way the customer is shown exactly how much money she has saved by performing the delivery function herself.

After pricing, the clerk tears off the attendant's stub and staples it to the eashier's stub. She staples together the wearing apparel, flat and handkerchief tickets and arranges them numerically according to pin number to be picked up by the wet assembly department. [The stubs have not been detached from these tickets.] The shirt ticket with its stub (plus the attendant's stub which has been stapled to it) is sent to the shirt assorting department. If there are no shirts in the bundle to be finished the shirt ticket and stubs are stapled to the three tickets awaiting pickup by the wet assembly department.

The file copies of the sales tickets (from which the attendant's copies were detached) are then arranged by the clerk according to type of service. The total of each type of service is entered in a classification of sales journal. These copies are then rearranged in numerical order and the totals are entered.

At the wet assembly department the tickets and stubs are used, according to the imprint each bears, to identify the various parts of the bundle as they are routed to the finishing departments and thence to the wrapout table for matching up. If a bundle should have only one type of work to be finished (flatwork, for instance) this finished work will have all three tickets and stubs attached to it when it reaches the wrapout table. It is very important that all tickets and stubs be accounted for at this point in order to assure that the bundle is complete.

When the finished bundles are stored in bins, the bin number is marked on the "shirt" ticket and the attendant's stub. The latter stub is returned to the drivein store where the bin number can be referred to in calling for the finished bundle from storage. At Llewellyn's Third Street plant finished bundle storage is on the second floor and the bundles slide down to the counter on a steel chute.

List service bundles

The foregoing procedure is followed in handling LAUNDR-IT, fluff dry and finished family bundles. List service bundles from drive-in customers are handled in much the same way but the clerical procedure is simpler. The same white tag is used by the car hop and the attendant in the store but the sales ticket consists of only the original and one copy.

Printed on the reverse side of the white tag is a complete list of pieces (see illustration). If the girl at the permanent customer card file in the store notes from the file that the customer buys list (or bachelor) service she puts a check mark in the appropriate box on the front of the tag. When the bundle reaches the classifier she counts the pieces instead of weighing the bundle. As she does so she merely records the number of pieces in the space provided on the reverse side of the tag and records the pin and lot numbers. The ticket then goes to the office in the usual manner.

In the office the pricing clerk records on a sales ticket, by machine, all the required information found on the reverse side of the tag. The original copy of the sales ticket used for list service carries a stub imprinted "cashier" and the duplicate copy has a stub imprinted "attendant." After pricing the clerk detaches the attendant's stub and staples it to the cashier's stub. The

duplicate copy of the sales ticket is retained in the office for posting to both the classification of sales journal and the sales journal. The original sales ticket with the two stubs attached is returned to the wet assembly department from which point on through the plant the procedure is the same as for other services.

Route variations

For the 30 percent of Llewellyn's sales which come from routes there are some slight variations from the drive-in procedures. For easy identification the bundle tags are bright yellow instead of white. The printed copy on these tags is the same with two exceptions. There is an additional box at the top of each yellow tag. This is for the route number. Also, the space provided for the customer's name and address is not ruled. This information is printed on the tag each week by an addressing machine in the office. The tags are then arranged in order according to route numbers and given to the route salesman who has only to attach the tag to the bundle on picking it up. Back at the plant bundles from route customers are taken to the classifiers and handled in the same way as drive-in bundles.

This system has eliminated the necessity for keeping individual sales records in the office for each route salesman. The stub on the original sales ticket is imprinted "routeman" and is placed on the finished bundle. Stubs from the file copies of these sales tickets, in the case of list service bundles as well as the others, are stapled together by route numbers and placed in the respective route salesman's files. Each route salesman must total these stubs daily and check the totals against the sales journal to be sure that sales are correctly recorded for his route.

If a customer wants special one-day service on either laundry or drycleaning at Llewellyn's she must bring her bundle to one of the drive-in stores where a pink bundle tag, printed the same as the white one, is used. Customers forfeit their cash-and-carry discount when requesting one-day service.

We almost forgot to mention that all copies of sales tickets are serially numbered. Also, each serial number has two prefixed letters indicating whether it is a route or cash-and-carry customer and the type of service requested. The letters CF mean cash-and-carry family service (LAUNDR-IT, fluff dry or finished family) and the letters RF mean route family. CL indicates cash-and-carry list service and RL indicates route list service.



". . . I'll want new washers, extractors, presses . . . Mr. Conkey . . . Mr. Conkey . . ."



Bob Constant's 7-hour Laundry at Park Estates Shopping Village has room for 8 to 10 cars in front of store, room for many more a few feet away. Laundry department is fronted by window at left, drycleaning by window at right. Each department measures 30 x 80 feet.

Top Quality and Complete Service Boom Neighborhood Plant

Laundry-cleaning combination in shopping center hits \$1,500 weekly in six months

By LON FANALD

FOR A NUMBER OF YEARS Bob Constant of Oklahoma City had operated a self-service laundry along with his complete drycleaning plant. His theory was that each operation would draw business for the other. The self-service laundry had 30 coin-operated washers. About two years ago Constant came to the conclusion that there were several things the matter with this particular partnership.

In Oklahoma City, as in most other cities, people were moving away from downtown, establishing communities built around a complete shopping center. There was no parking problem at these village shopping centers.

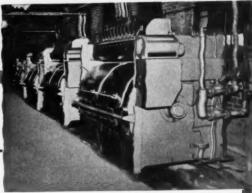
Constant also began to notice that his self-service laundry customers were objecting to doing their own work. They liked the speed and convenience but they wanted it without the work. This was partially the result of an intensive advertising campaign put on by local commercial laundries and partially the fact that his quality wasn't very good.

At the beginning there was considerable evidence that the laundry helped feed the cleaning plant and Bob Constant has made money with every laundry and drycleaning plant he has ever operated. He has two successful working rules:

- Always go with the crowd but be sure you stay ahead of it.
- Don't try to make a misfit fit. When an operation starts to turn sour get rid of it.

vice versa. As more shopping centers opened, each with an abundance of parking space, volume for both fell off. Moreover, some people who continued to bring their drycleaning stopped bringing their laundry. A check showed that the laundry was going to a self-service

No. 5 has been Added



Abbott Linen Supply Co.

GENERAL OFFICES: 310-316 NORTH AVENUE, YOUNGSTON PLANT: 29 BACK STREET, CINCINNATI, OHIO - PHONE CHERRY 4590

March 18, 1952

Robot Laundry Machinery Sales Division of The Wolf Company Chambersburg, Pennsylvania

Gentlemen:

In November, 1951, we installed in our Cincinnati. Ohio plant four 44° x 84° 2-pocket Robot Automatic Washers. This inplant rour 44° x 34° 2-pocket need remarkable saving and trouble free operation this plant has ever enjoyed.

These Robots use only half the space occupied by the old equipment, Savings in supplies of approximately 54%, water 30%. steam 50%, power 30% and later 33-1/3% have been realized. We also steam 50%, power 30% and the has been cut by 1/3 while the quality

You now have our order for one more 44° x 84° 2-pocket Robot, when delivered, we feel that our total of five Robots will give us the most modern and efficient washroom available,

We will always be glad to recommend Robet Fully Automatic Washers to interested plant owners whonever the opportunity pre-

Very truly yours, ABBOTT LAUNDRY & LINEN SUPPLY CO.

Harry Spero/tml

WE SUPPLY: Uniforms, Agents, Towers, Shader, Table Clarks, Pritter Cease, Wigns, Compiled Lines See Continuous Towers, St. to. Hotels, Restaurants, Batter Stage, Datcher Offices, Cartines,

THE FIRST AND ONLY SELF-CONTAINED COMPLETELY AUTOMATIC WASHER

MORE

EFFICIENCY

ECONOMY SAVINGS

WRITE TO-DAY

for information

that will save you money.

CHAMBERSBURG . PENNSYLVANIA



THE WOLF COMPANY

When writing to advertisers please mention STARCHROOM LAUNDRY JOURNAL



Finished bundles are placed in bins across the room from the line of washers. At any time a customer comes in she can see her own bundle being washed, finished or neatly packaged. Constant says this has a good psychological effect on his customers

laundry or commercial agency at a more convenient parking location. He was still convinced that there was nothing wrong with the partnership idea but he recognized that a complete laundry service with quality comparable to the best in town must be offered his customers.

He decided to follow the crowd. He moved to a new shopping center where he leased a store with 4,800 square feet of floor space. There is parking space in front of the store and in an area only 40 feet from the two doors for 75 cars.

Laundry equipment consists of one 50-pound and five 25-pound open-end washwheels, one 15-inch and two 17-inch extractors, three tumblers, a 100-inch gasheated flatwork ironer, a two-girl shirt finishing unit and a wearing apparel finishing unit consisting of a utility press and two mushroom presses. Original working force numbered six, including a manager, in the laundry department but a gradual increase in business has expanded this number to 13.

Five services are offered. These are bachelor service, damp wash, all-finished, fluff-dry and wash-dry-fold. A base price of 5½ cents per pound is charged for washing with an additional three cents per pound for drying. Shirts are finished at an additional 16 cents each and flatwork is ironed at six cents per pound. After six months of operation these services were divided as follows: bachelor service 15 percent, damp wash 3 percent, all-finished one percent, fluff-dry 75 percent and wash-dry-fold six percent.

"We tell the customer she can determine the cost of her laundry by herself and she does it," says Constant. "We estimate that the finished or fluff-dry bundle runs 10 pounds. With proper planning on the housewife's part she can save money by using our service and she realizes it."

Each bundle is handled individually except for fugitives. They are individually identified by pins which come from a metal tag holding 15 pins. Fugitives from 10 bundles make up a lot for washing in a separate washer. Individual bundles are transported through the plant, from extractor to finishing units to wrapping station, in compartmentized carriers.

Constant lists the following advantages of this type of laundry operation over the self-service type:

- 1. Speed. The customer doesn't have to wait. She can come to the shopping center, leave her bundle, do her buying and come back and pick up her work. With this operation a bundle can be started at the individual washer and pushed along as fast as needed.
- 2. Atmosphere. In making the installation the washers were placed in the front of the store where the customer can see them and see her work being done. She knows her work is being done in a pleasant atmosphere.
- 3. Delivery problem is lessened. It is actually more convenient for many housewives to bring laundry and cleaning to the store than to send it and wait for its return. Seventy percent of Constant's laundry volume and 90 percent of his drycleaning is cash-and-earry.
- 4. Profit is greater. Classifying and assembly costs are practically eliminated. Claims are a thing of the past, says Constant.
- **5. Partnership advantage.** One out of four bringing in laundry also brings drycleaning. The percentage of drycleaning customers who bring in laundry is smaller but this, according to Constant, is a hard point to check and prove.

Both laundry and drycleaning volume are far above pre-opening estimates. The first week laundry volume ran \$300 and at the end of the first month it was running \$500 a week. The second month it ran \$1,000 a week and by six months it was running \$1,500 per week which, Bob Constant says, is about \$300 below the peak load the equipment will handle.

The proof of the pudding is to be found in Constant's plans for this fall and next year. He expects to open several other partnership laundry and drycleaning plants in shopping centers. "It has been profitable following the crowd," he says. "But I believe the real secret is in opening up more units in new shopping centers to stay ahead of it."



View of the laundry in operation taken from the sales counter. Earl lunger, manager, is at right

Convert...

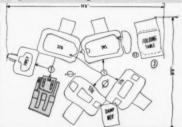
your present shirt units
with the AUTOMATIC
UNIPRESS
ONE LAY SLEEVER

Perfectly finish

<u>two</u> <u>shirt</u> <u>sleeves</u>
in one, fast, easy lay

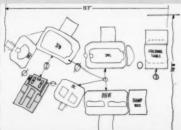
Amazing increase in production

Here's KOW... the UNIPRESS AUTO-MATIC ONE LAY SLEEVER can increase the efficiency and production of any shirt finishing unit you are now using.



The above floor plan shows how two 2-girl-4-press units have been converted into a 3-girl unit using the UNIPRESS AUTOMATIC ONE LAY SLEEVER.

Note the converted drawing uses 2 triple heads. This is recommended only when steam pressure is low. Two triple heads, with operator alternating lays, allows for longer drying time... OTHERWISE ONE TRIPLE HEAD MAY BE USED.



In this plan the installation of the UNIPRESS SLEEVER has converted a typical 4-girl unit into a 3-girl unit. You get as many, if not more, quality shirts per operator, per hour with 3 girls than you did with 4.



公

MAXIMUM EFFICIENCY—in only one, fast, easy UNIFRES lay, both sleeves of a shirt are perfectly finished—in a matter of seconds—cuts finishing time up to 75%.



FINER QUALITY—sleeves are beautifully ironed to a soli, satiny smoothness—typical UNIPRESS superiority.



INCREASED QUANTITY—both sleeves of 165 shirts can be finished by one operator in one hour when the UNIPRESS sleever is used alone—an amazing new high in production.



GREATER ECONOMY—the UNIPRESS SLEEVER will fit into and greatly increase the production of any shirt finishing unit. Installation automatically converts a 4-girl unit or two 2-girl units into a 3-girl unit—production and quality will be higher.



LOWER MAINTENANCE—Typical UNIPRESS engineering and design assures continuous service—longer life. There are fewer moving parts, no solenoid valves, no electrical contacts to demand constant repair and service.

Write for layouts and spesifications

Manufacturers of Laundry Power Presses and Equipment

UNIPRESSCompany

2800 LYNDALE AVENUE SOUTH . MINNEAPOLIS

MATHIESON announces AD-DRI Bleach...

E FIRST SIGNIFICAN



- a Convenient ... add DRY to the wheel
- e Dri-Ader Measure supplied for accurate application
- · Completely sale
- Readily soluble
 Stable composition
- · Very economical
- . Gives EXCELLENT WHITENESS RETENTION with MINIMUM TENSILE STRENGTH LOSS
- · Scientific tests show "tops" in results
- . Reduces storage problems
- -mixing and stirring
 - -tanks or crocks
 -liquid bleach carboys
 -waste
- · Packed in convenient 100-lb. and 200-lb. "Leverpak" type ns having full-opening

you use new Ad-Dri Ble

ADVANCE IN BLEACHING PRACTICE IN 24 YEARS...

Here's all you need. AD-DRI ... and the handy Dri-Ader measuring cup...
that's packed with each drum. There's no fussing and mixing because you add
AD-DRI-DRY-right to the washer.





get all the important information on new Ad-Dri today. Use this handy coupon for a quick reply."

Mathieson Building
Baltimore 3, Mary tand

Please rush all information on new Ad-Dri Bleach today.

Name

Company

Address

City

State

Usually purchase laundry supplies from

MATHIESON CHEMICAL CORPORATION

A.L.L. Convention to Feature Good Management

"GOOD LAUNDRY MANAGEMENT for '53" is the theme of the 65th annual convention of the American Institute of Laundering, to be held October 2-5 in Atlantic City, New Jersey. The program for the fourday meeting will spotlight sound management principles of laundry sales and production.

Highlighting these "how-to" sessions will be a string of outstanding speakers from government, textile, retailing, manufacturing and the commercial laundry industries.

Three panel conferences, featuring discussion of current laundering-retailing problems, the significance of the Certified Washable Seal and pertinent laundry management problems, are scheduled on the program.

Present plans call for production and sales work shop conferences the morning of October 5. Each is designed to provoke a "brass-tacks" debate from attending

During the production workshop meeting launderers will exchange views on these challenging industry prob-

Efficient management of production.

Effective supervision

-Production quality, quantity, or both.

Techniques for building plant morale.

Methods for obtaining and keeping labor.

Production techniques to efficiently handle fitted -Pointers to improve the quality of sport shirt

Determining yardsticks for measuring shirt quality. The sales work shop will analyze the soundness of laundry telephone advertising, competitive position of self-service plants, place of the neighborhood laundry in the industry and the merits of selling drycleaning and laundry service together.

Housed in the huge Atlantic City Auditorium will be a 40,000 square foot exhibit of the latest laundry and drycleaning equipment and supplies. Exhibits will be open each afternoon of the convention and all day Sunday. Meetings will be confined to mornings and

Entries of contestants in AIL's 12th annual National Laundry advertising contest will also be displayed in the Auditorium. Winners of the contest will receive their awards during one of the conference meetings.

A style show, afternoon tea and a bingo party have been planned for the entertainment of the women attending the annual meeting. During the style show, some of the latest creations of leading dress designers will be unveiled.

Four hotels—Chalfonte-Haddon Hall, Traymore, Dennis, Claridge—will be co-headquarters for convention delegates. Room reservations can be made by writing the Housing Bureau, 16 Central Pier, Atlantic City, New Jersey.

A tentative convention program, subject to changes, and last minute additions, follows:

THURSDAY, OCTOBER 2

Atlantic City Auditorium 10:00 a.m.

Film: "The Magic Key," produced by the Chamber of Commerce of the United States

Talk: "Washington and Business," by Harold K. Howe, manager, All Washington Office Talk: "Successful Route Operation," by G. Herbert Koch, general manager, Allen Laundry, Allentown,

Pa.
Panel discussion: "How our Industries Can Better Serve the Public." Representatives of the National Retail Dry Goods Association and All will discuss current problems facing launderers and retailers. Representing the retailers: William Burston, merchandise manager, NRDGA; Charles W. Dorn, director, research laboratory, J. C. Penney Company. Representing the launderers: Lester W. Miller, Dates Laundry, Kenmore, N. Y.; George H.

Johnson, All vice-president No convention meetings are scheduled Thursday afternoon

8:30 p.m. Carolina Room, Chalfonte-Haddon Hall Introduction of members of All board of directors Report of All president Keynote address. (Speaker to be announced)

FRIDAY, OCTOBER 3

9:30 a.m. Atlantic City Auditorium

Film: "Backfire," produced by the American Economic Talk: (speaker to be announced)

Talk: "Management's Responsibility to its Employees and Customers," by Frank Patton, San Antonio Steam Laundry Company, San Antonio, Texas

Presentation of advertising awards to winners of 1952 contest

inel presentation: "Your Certified Washable Seal." Speakers: Frank Onorati, manager, All Certified Washable Seal New York Office, who will discuss "How the Seal Program Works": George H. Johnson, All vice-president, who will reveal why "Certified Washable Seal Standards are Practical Standards"; and Ward A. Gill, director, All in-'How you can Cash in at Home on the Seal"

Luncheon: State and local association officers with All board of directors and Washington Activities Committee, Hotel Traymore 1:00 p.m.

Talk: (Speaker to be announced)

No convention conference meetings are scheduled friday afternoon.

Exhibits, located in the Atlantic City auditorium will remain open throughout the day

Style show and tea for ladies, American Room, Hotel Traymore

All alumni meeting, Garden Lounge, Hotel Traymore 5:00 p.m. Reception and Dinner, past presidents and directors of All. Mandarin and Tower Rooms. Chalfonte-Haddon Hall 6:30 p.m.

SATURDAY, OCTOBER 4

9:30 a.m.

Attantic City Auditorium
Slide Film: "It's all Yours," narrated by Kenneth E. Lofgren, All industry relations department alk: "Serve and Sell," by William H. Gove, sales development manager, Minnesota Mining and

Manufacturing Company, St. Paul, Minn. Awards of Certificates of Recognition to John H. Carruthers, M. R. Weiser, James R. Wilson

Panel discussion: "Good Laundry Management, a

Must for '53" anel members: George Isaacson, director, All service departments; Raynor I, "Bill" Ayers, Ayers Laundry and Cleaners, Cavington, Va.; Henri Foussard, Model Laundry Company, St. Paul, Minn.; John Witherspoon, Dupont Laundry, Washington, D. C.; Bernard Vallenga, Jr., Monarch Laundry,

Chicago, III.
meetings are scheduled for Saturday afternoon. Exhibits in Atlantic City Auditorium will remain open

Bingo Party for ladies, Rutland Room, Chalfonte-Haddon Hall 3:00 p.m.

5:30 p.m. All Alumni reception, Ozone Room, Dennis Hotel Annual dance, American Room, Traymore Hotel

SUNDAY, OCTOBER 5

m.c 00:01 Production Work Shop Conference, Hotel Traymor Presiding: Robert Mazlish, Rite Way Laundry pany, Brooklyn, N. Y., A. I. Christensen, manager, All production and engineering department; and George Isaacson, director, All service departments Topics for discussion:

Management of Production Quality, Quantity, or Both

Building Plant Morale Setting and Keeping People Sport Shirts—Do Them Rigi

You're Going to Get Fitted Sheets Measuring Shirt Quality

Sales Work Shop Conference, Hotel Traymore Presiding: Val E. Dayton, Amityville Laundry, Amityville, N. Y.; Wiliam E. Mercer, manager, All sales and advertising department Topics for Discussion:

Telephone Directory Advertising for Laundries Route Selling Practices (International Harvester Company survey)

The Place of the Neighborhood Laundry in our

Industry
Are Self-Service La Are Self-Service Laundries Really our Competitors
Do Laundry and Dry Cleaning Selling Go Together A Successful Shirt Sales Campaign

How to Split Routes—How Not to 1:00 p.m. Luncheon, boards of directors, American Institute of Laundering, Laundry and Cleaners Allied Trades Association, Laundry and Cleaning Machinery Manufacturers Association, Hotel Traymore

N.A.I.L.M. Convention **Program Announced**

As in the past, the annual convention of the National Association of Institutional Laundry Managers will be held simultaneously with that of the American Institute of Laundering. The dates are October 2-4; the place is the Ambassador Hotel, Atlantic City, N. J.

The program, as announced by Fritz Field, publicity

chairman of the group, is as follows:

THURSDAY, OCTOBER 2

2:00 p.m. Call to order; address of welcome; reply 2:15 p.m. Chairman, John F. Felker, 2nd vice-pre-"How To Get the Most out of Hotel Launderables," Jake Fassett, director of service department, American Hotel Association

"Personnel and Labor Contracts," Daniel M. Longs-3:00 p.m. dorf, Associated Hotels of Atlantic City, N. J.

8:30 p.m. Chairman, Henry Zimmerman, program con Address on Washington Affairs, Harold Washington representative of the All

FRIDAY OCTOBER 3

Chairman, Arthur Hornickel, 1st vice-president 9:30 a.m. Controlling Your Costs in the Laundry Department,
A. L. Christensen, department of engineering and production, All

10:30 a.m. "Radioisotopes and Decontamination in Relation to Laundering," Herbert Isikow, United States Testing Company, Hoboken, N. J.

11:30 a.m. "Textile Fibres—Rayon, Acelate, Nylon, Orlan, Acrylic Fiber and 'Dacron' Polyester Fiber in Connection with Laundering," Dr. S. W. Brainard, customer service division, E. I. Du Pont de Nemours

& Co.
"The Linen Supply Industry Looks at the Institutional Laundry Field Possibilities," speaker to be an-

Afternoon devoted to Exhibition in Convention Hall

SATURDAY, OCTOBER 4

Chairman, Arnold Dallava, program committee
"The Institutional Laundry, Past, Present and Future," 8:30 g.m.

speaker to be announced NAILM business meeting; election of officers, adjournment

7:00 p.m. Annual Banquet and Entertainment

Everybody knows where this

Freat Lady

can be found . . . but

does everybody in your town know where you are located and what services you offer? You can make your business familiar landmark in the 'yellow pages' of your telephone directory by featuring your name and services under every appropriate heading.

The 'vellow pages' reach every home in town that has a telephone . . . and every business. Your 'yellow pages advertising will reach new prospects . . . folks who never knew before what services you had to offer ... when they're

'Yellow pages' advertising is helping build business all over America. Why not put it to work for you?

ready to have work done.

AMERICAS BUYING FOR OVER 60 YEARS

FOR FURTHER INFORMATION CALL YOUR LOCAL TELEPHONE BUSINESS OFFICE.

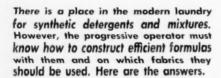




Starchroom's Laundry Primer

PART VIII

By RAYMOND W. AHR



THROUGH THE YEARS soap has been the standby of the laundry industry. When used in soft water it produces excellent work in minimum time at low cost. As the hardness of water increases the value of soap decreases because lime soap is produced. For washing in an acid, medium soap is uscless because the acid converts the soap to a fatty acid devoid of cleansing ability. For use under these conditions, and to a lesser degree for washing under all conditions, agents known as synthetic detergents or "soapless soaps" have been developed.

Synthetic detergents and their compounds, as used in the laundry, are simply washing supplies that act much like soap but do not bear the name of soap because they are not compounded according to the chemical definition of soap. Synthetics first appeared on the market some 30 years ago but their properties were not exploited until recent years. This is particularly true of home washing powders compounded of synthetics with alkaline builders.

It is useless to go into detail concerning the chemical structure of various synthetics. We are interested not so much in what they are as in what they can do for us. Hundreds of synthetics now on the market will vary from each other yet possess about the same general properties.

In general, synthetics are good wetting and penetrating agents. They have the ability to assist the washing solution in wetting out the load and the soil therein. In addition to wetting power they have, like soap, the ability to emulsify and suspend soil—to break the soil loose from the fabric. They are used in the same manner as soap and alkali to help remove stubborn soil.

Synthetics possess some advantages over soap. High titer soaps, for instance, demand hot water for maximum efficiency. A synthetic dissolves in tap water and displays good washing performance at low temperatures. In contrast to soap, water hardness has no destructive effects on synthetics—no lime soap forms to cloud the fabrics. They may even be used in an acid solution when it is desirable to wash fabrics which may lose color if alkali is introduced. Synthetics left in a fabric



Suds level is not always a good indicator of detergent action

SIMPLY WONDERFUL!

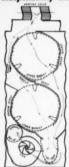
CISSELL TWIN LAUNDRY TUMBLERS



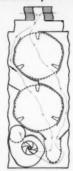
Wonderful things happen when two drying units operate independently



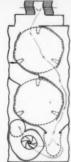
SKILLFULLY DESIGNED SWEEP SHEETS direct flow of hot air independently and simultaneously thru lower and upper baskets



Both baskets heated



Upper basket maintains maximum neat while lower backet



SIMPLE OPERATION—Two 26" x 24" galvanized-steel baskets—each with 15 pounds dry weight capacity—OPERATE INDE-PENDENTLY with separate motors and control switches. When operator opens a door, that basket stops; exhaust fan continues to run and, thus, draws outside air into basket through open door . . . prevents a hot-air blast in operator's face. LOADING AND UN-

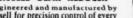
SPEED - When both baskets are operating and one door is opened, the other basket CONTINUES TO RUN. NO DRYING TIME IS LOST. Hot, dry air is moved independently through each basket and exhausted through LINT TRAP to atmosphere.

CLOTHES ARE DRIED UNIFORMLY-at the same time in lower and upper baskets. The reason: skillfully designed sweep sheets and damper control of lower basket. (See drawings at left.) Woolens may be dried at a low temperature in lower basket while cottons are dried at a higher temperature in upper basket. If load in lower basket is only partially dried, the placing of a full wet load in top basket will not alter the normal drying time required for either basket. See why we say it's "SIMPLY WONDERFUL!"



CISSELL GEAR REDUCER

Engineered and manufactured by Cissell for precision control of every part. Equipped throughout with Timken Tapered Roller Bearings Internal gears and bearings OP-ERATE IN A BATH OF OIL. (Actually, you drain and refill 1 pint of oil every six months-no other service.) Either Gear Reducer or basket may be removed without draining oil.



Gear Reducer cut-away to show internal part

ANY PART CAN BE REMOVED AND **REPLACED** in less than 15 minutes

Skillful designing extends even to the rear of a Cissell Twin Laundry Tumbler. The result: entire back is streamlined. . . accessible. One, one-sixth h.p. motor drives each basket. One, one-quarter h.p. h.p. motor drives each basket. One, one-quarter h.p. motor drives fan. Fan motor is mounted on heavy cast-iton support—removed as a complete unit. Fan is direct driven for 60 cycle 1 and direct current.) (Belt driven for 62 and 50 cycles.) Individual reduction gear drive for each basket. Non-explosion proof switches and single phase motors 110 or 220 volts. Big. lamb; 16 garge STEEL CONSTRUCTION made to the highest quality standards—not to low-made to the highest quality standards—not to lowprice specifications



BASOID VALVE THERMOSTATIC GAS THROTTLING



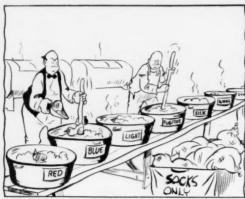
utomatic watchmen

ON THE GAS-FIRED TUMBLER these valves are your automatic watchmen. The "magic" Thermostatic Gas Throttling Valve permits gas flame to burn at its maximum during starting period. During this stage the gas flame is continuously and automatically throttled until the lowest possible flame is reached for maintaining the proper operating temperature. Actually, you have a safeguard against overheating and use a minimum of gas to provide a maximum of efficiency. THE BASOID VALVE automatically turns on gas flame when either basket motor switch is placed in "ON" position... cuts off gas flame only when both basket motor switches ate "OFF". UPPER FRONT PANEL LIFTS for quick accessibility to gas controls. Available for manufactured, mixed, natural, Propane or Pyrolas, or Butane.

BUILT-IN CLEANING BRUSHES remove line from Gas-Burner Assembly in a matter of seconds . . . another Cissell exclusive feature.

ON THE STEAM-HEATED TUMBLER two, double heating coils are highly efficient. In addition to damper on lower basket, another damper controls hot or medium-warm air from heating coils to both baskets. Operates on steam pressure up to 125 pounds.

W. N. CISSELL MANUFACTURING CO., INC.
431 S. REST ST. - P. O. See 1149-100/SVAUS, KY.



Synthetics do much to overcome this problem

will not turn rancid, giving rise to disagreeable odors.

From the foregoing it would seem that synthetics are far superior to soaps insofar as operating conditions are considered. True, they may be used under circumstances that prohibit the use of soap but one big factor nullifies much of this apparent advantage. Synthetics will not do as good a job cleaning cotton and linen fabrics as built soap when properly used. Even when used at high temperatures with an added alkaline builder the resulting cleanliness of cottons and linens washed with synthetics is surpassed by those washed in a soap formula.

Synthetics do a better job of cleaning protein fabrics such as silk and wool than the low titer soaps usually employed. The capabilities of synthetics may therefore be summarized in a few statements. For wool and silk fabries, for acid or salt bath washing of fugitives, for extreme uncorrected water hardness, use synthetics. For high temperature washing of cotton and linen in soft water, use soap.

In using synthetics a stock solution is made up similar to soap practice. It may be a neutral solution containing synthetic alone or it may have alkali added. A popular synthetic stock solution consists of eight pounds of synthetic in 50 gallons of water for a neutral solution. Eight pounds of synthetic plus four pounds of TSPP (tetrasodium pyrophosphate) make a good built solution. Other complex phosphates or alkalies may be used as builders. Add enough stock solution to the washwheel to raise a good suds.

Blanket washing is ideal for synthetics. Let's wash a load with a built synthetic. We want low temperatures and mild alkalinity for minimum damage to the load—conditions that are just right for synthetics. First, fill the washer with 90 degree water to a high water level (14 inches will do). Then add the stock solution to build a heavy suds. Stop the machine and put in the load of blankets. Run for 10 minutes, adding more stock solution when and if the suds drop. Then stop the washer and drain it. Refill with water, add stock solution, and repeat the above procedure for the second suds. Two

Editor's Note: Because the September issue of STARCH-ROOM is the annual Guidebook of the Laundry Industry it will not include a Primer article by Mr. Ahr. The series will be resumed in October with an article on Wash-wheel Main-

short rinses of two minutes each complete the formula.

Always remember to stop the washer when draining or filling. Failure to do this results in shrinkage and tearing. When the blanket load is extracted you will notice suds in the discharged water but don't let it worry you. The synthetic left in the blankets can't turn rancid and it will probably improve the feel of the finished product.

Summer wash suits are handled in much the same manner. An extra rinse and a sour bath at high level are the only additions to the blanket formula. The precautions against allowing the work to tumble in the wheel while draining or filling must be followed with wash suits as well as with blankets.

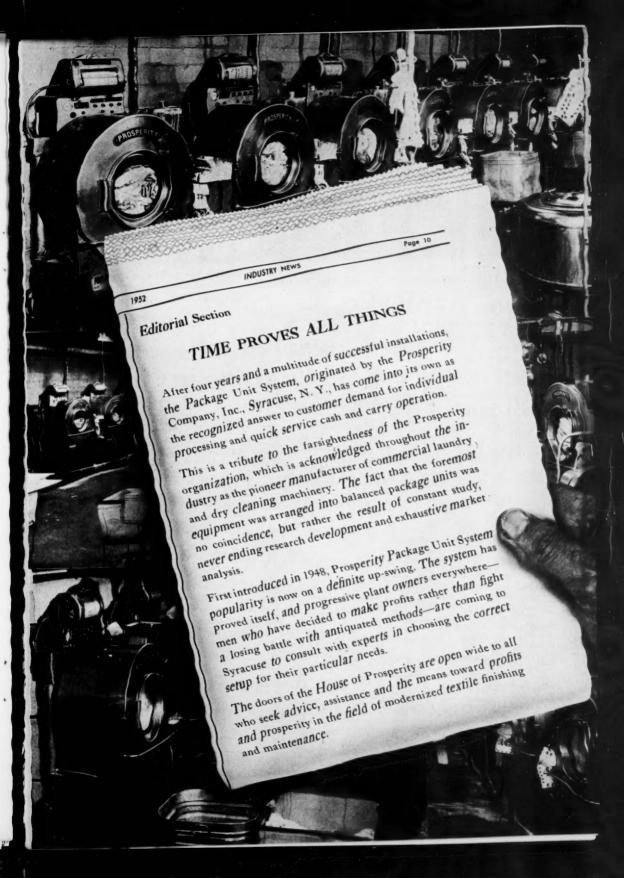
Washing socks is a common laundry headache that may be simplified with synthetics. This is accomplished by washing them in an acid solution because most dyes in socks are more stable in an acid solution than in an alkaline solution. We take advantage of this fact by adding enough sour to bring the pH of the first suds down to 3.0 and enough in the following baths to keep them on the acid side. Two 10-minute rinses are sufficient. When using this formula all colored socks may be washed together. Even when washing on the acid side you will occasionally find socks that lose their color but the risk you run is warranted by the time you save.

We have thus far been considering synthetics in general. In so doing we have assumed that we can use them in much the same way we use soap. This is true in most cases but synthetics vary in their lathering power to a much greater degree than do soaps. In a previous dis-



cussion we considered the use of the suds level as an indicator of the detergent action taking place in the washing solution (SLJ, March, 1952, page 35). This does not always hold true when using synthetics. Some synthetics do a good job of soil removal without raising any suds at all. When using these we must rely on the accurate measurement of the correct amount of the synthetic rather than visual observation of the suds level as an indicator. In most cases, however, the manufacturers of synthetics have so processed their product that the suds are as accurate as soap suds as an indicator of detergent action.

That's the story of synthetics. They serve a very useful function in washing silks and woolens and their performance is excellent for use with hard water and for acid washing.





Photos released at meeting show washing test results of synthetic fabrics. Fabrics at left were hand washed, tumble action washed, and spinner washed. At right: hand washed, tumble-action washed, and competitive automatic

"Miracle Fabrics" and Home Washing Equipment

By GENE BENNETT

Editor's Note: The following report does not represent an endorsement by STARCHROOM of any product or type of product. It is presented here to illustrate the type of public relations activity in which one of the manufacturers of home washing equipment is engaged. For editorial comment please turn to page 10.

"MIRACLE FABRICS" are on a significant production march, according to reports. And one manufacturer of homewashers and dryers isn't wasting time in telling the housewife his products can do a fine job of laundering

the synthetic fabrics in her home.

In the next few months many millions of housewives are going to be presented with two "facts" about laundering "miraele fabrics." They will read them in their favorite publications or will hear them at club meetings. These "facts" are of vital importance to the commercial

 "Miracle fabrics," man-made fibers like Orlon, Daeron, nylon, rayon and acetate are used now in 25 percent of all garments. And this percentage is increasing rapidly.

2. Women will find it cheaper, quicker and safer to wash-by-machine at home rather than send clothes to a commercial laundry or do them by hand.

These two ideas, a blunt challenge to the existence of the commercial laundry, were forcefully presented by a manufacturer at a recent two-day showing of their latest model homewasher and dryer at the Waldorf-Astoria Hotel in New York City.

Representatives of consumer magazines and newspapers with a combined readership of many millions of women, and other opinion makers, were invited to the first showing. Appliance distributors, clothing and textile manufacturers attended the second day's showing. Here is just one example of the show's results:

A leading New York newspaper with daily circulation over 300,000 ran a 15-inch story. Part of the story said:

"Women are finding today that their automatic . . . washer is one of their most valuable 'silent servants.'
Not only does it save a homemaker time and energy



More synthetic fabric tests. Fabric at left was tumble-action washed, that at right was "wringer" washed

THOMPSON - HAYWA Chemical Company



Published by Laundry Supply Division, Kansas City, Missouri

USE-TESTED AND CHEMICALLY SOUND DETERGENTS LISTED

Quality and Economy Built into these Famous Builders



Ultra-SOL is a high pH detergent containing generous quantities of complex phosphates, as do all of our detergents. Quick-wetting, superior

colloidal action, emulsification and saponification. Buffered, too. Turns out whiter whites



Nu-SOL

This is specially designed for institutional use. Mild, easy on linens. Extra soap mile-

age from regeneration, on break. A USE - TESTED, soundly engineered Thompson-Hayward product.



Hy-SOL

Here is a medium-pH detergent - builder for general use. It supplies all the properties for

the complete job-a favorite with all washmen. Also, special wetting agent assures quick action on break.



18 Warehouses To Serve You

Trained Sales-Service Men Always Ready For Demonstrations

One great advantage in using Thompson - Hayward products is the experienced know-how and "show-how" available to you whenever you want it.

Trained counselors will come to you on call from any of these centrally located cities: Chicago, Omaha, Des Moines, St. Louis, Tulsa, Davenport, San Antonio and Houston.

Long-Established Concern

When you deal with Thompson-Hayward Chemical Company, you are dealing with a 35-year-long background in the business. You can depend on T-H products.

Denver, Wichita, Kansas City and Oklahoma City. In Texas, it's Dallas,

OTHER SOURS We offer also, a fine iron-removing sour, SOL-VO-RUST, an ALL-PUR-POSE Sour for economical, safer, faster service, and a USE-TESTED Hi-Carb Sour for use in areas where water has a high-bicarbonate content.

A fully soluble, high performance sour, with famous Thompson-Hayward reliability.

Build Business with the T-H Line



18 Thompson-Hayward Warehouses at these Southern - Midwestern Points!

For detergents and all laundry supplies, you will find what you need at these Thompson-Hayward warehouses: Kansas City, New Orleans, Minne-

apolis, Oklahoma City, N. Little Rock, San Antonio, Des Moines, Davenport, St. Louis, Houston, Dallas, Wichita, Memphis, Chicago, Omaha, Denver Tulsa, Lubbock, Texas.

4 GREAT SOURS FEATURED IN T-H'S LAUNDRY LINES

Led by Purity Brand, All are USE-TESTED For Top Efficiency

Thompson-Hayward SOURS have a territory-wide record for efficiency and general satisfaction.

PURITY, the top quality sour in our line, dissolves quickly, penetrates fast and neutralizes more completely. Non-bleeding, fast acting, it is safer with fabrics and colors. Instantly soluble, finer quality throughout. Many of our customers will testify to its allaround excellence for their purposes. Try it now!

to an amazing degree, but modern laundry methods are

proving that it can save them money, too . . ."

Operators can expect similar stories to appear in many newspapers and magazines throughout the nation.

To get his story across the manufacturer offered a motion picture, a fashion show in which models wore garments washed and dryed by the firm's appliances, lectures, and a lunch.

Significantly, and probably effectively, the "star" of the film was the director of the consumer service bureau of Parents Magazine, an influential consumers publica-

The director, a woman, enthusiastically endorsed home washing and drying, with special emphasis on synthetic fabrics. Her influence as a "professional homemaker" cannot be underestimated.

Increasing use of synthetic fibers in garments is creating a revolution in the home laundering appliance field, a company representative asserted.

Twenty-five percent of all garments now are made from synthetic fibers like Orlon, he said. This includes men's suits, women's dresses and coats.

And this is the significant point he made:

These garments, in many cases accompanied with "handwashing only" instructions, can be washed and dried in a machine at home, often without the need for

With these trends in mind, the speaker said his firm developed the tumble-action washer and the automatic dryer. He pointed out that the clothes can be washed in the usual time and dried in less than one hour.

To illustrate this, a model wore a fleece coat of Orlon which had been washed and dried in the manufacturer's

The firm made tests with its washer, a standard agitator type washer, and with handwashing. After 21 such tests with garments made of Orlon, results proved that the manufacturer's machine was far superior to the other methods, the representative claimed.

Throughout the show the benefits of the rapid dryer were emphasized. It was pointed out that housewives would be impressed with a dryer that could dry her child's play coat in less than one hour.

The dryer is described as a low-heat, high-airflow machine. The washer has, according to the manufacturer, an "exclusive magic heater" which makes the water hotter, gets clothes cleaner and turns itself on and off automatically. The washer also has an "exclusive soak speed



"All right! . . . what did I do wrong, now?

which performs an over-night soaking operation in 10 minutes."

The manufacturer claimed that its tumble-action washer is the only automatic method which safely washes the "miracle fabrics." "Soon more than half the clothes" in the family wash will be made of new miracle fabrics, the representative predicted.

A company folder offers Mrs. America three choices for laundering synthetic fabrics:

She can wash them by hand.
 She can send them out for "expensive drycleaning."

She can use the tumble-action washer.

The company strongly emphasized that even if a label calls for "handwashing only" the tumble-action washer would do a good, safe job.

As if this wasn't enough for one day, the company took a look into the future and predicted other vast changes in the home appliance field. They are now working on a "heatless dryer to conserve fabrics" and, it was pointed out, in time to come there will be "single units capable of doing the entire job for washing through dry ing and occupying no more space than one corner of the bathroom, bedroom or hall."

That was one manufacturer's look into the future of home laundering. There seemed little room for the commercial laundry operator.

LAUNDRY BUSINESS TRENDS

June 21-3.0% more than last year June 28-2.4% less than last year

July 5-3.0% more than last year July 12-3.8% more than last year

M. R. Weiser & Co., New York

New Jersey

June 21—4.2% more than last year June 28-0.9% less than last year July 5-5.3% more than last year

July 12-6.4% more than last year

M, R, Weiser & Co., New York

Southeast

April-2.0% more than last year May -3.0% more than last year June-1.0% more than last year

J. R. Wilson & Co., Atlanta

New England

June 21 - 8.5% more than last year

June 28- 1.3% more than last year July 5- 1.2% less than last year

July 12-11.1% less than last year

Carruthers & Co., Boston

AMERICAN" COVERS THE NATION with Convenient, Dependable Service

Ready to serve laundries everywhere, AMERICAN field engineers are spotted all over the nation, from coast to coast.

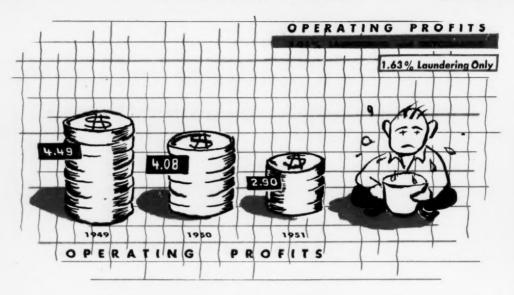
In some cities, as many as ten American service engineers stand ready to respond to any call. In the field, other American service engineers and technicians are in constant touch with their headquarters for assignment wherever needed

In strategically located cities, AMERICAN also keeps a stock of repair parts for rush shipment in any emergency.

Throughout the laundry industry, American's nation-wide service and recognized reputation for dependable follow-up on each installation has become a legend . . . the "something extra" back of every machine which proudly bears the "American" trademark



CINCINNATI 12, OHIO



Industry Profits Dip in 1951

AIL report on operating cost percentages indicates return of 2.90 percent before taxes

FALLING PROFITS IN 1951 for 519 American Institute of Laundering members were halted before they bit bottom by the cushion of executive salaries, according to the institute's 28th annual operating cost percentages report (Special Report No. 198), recently released.

In the face of increased sales volume and promotion of dryeleaning services, average operating profits before Federal taxes were 2.90 percent of sales. Profits the preceding year were 4.08 percent. This drop in profits also has been felt in other industries, the All reports.

Executive salaries, it should be noted, accounted for 4.72 percent of sales. This is a drop of .08 percentage points below the 1950 figure.

Combining operating profits before Federal taxes and executive salaries gives a 7.62 profit percentage compared to 8.88 in 1950, or a total decline of 1.26 percentage points.

STARCHBOOM'S June editorial points out that due to the economic set-up of the laundry industry, a more accurate indication of profits is obtainable if executive salaries are taken into account in viewing the overall picture of operating profits.

The editorial noted that unlike many other industries dominated by corporate structures, the laundry industry is in most cases made up of unincorporated firms, partnerships or individual proprietorships.

Compared to 1950, dollar sales for last year were considerably brighter. The 519 reporting members rang up sales of approximately \$175,000,000. In 1950 it took 601

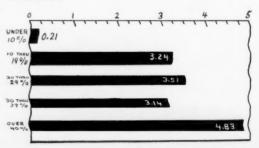
members, or 82 more, to obtain a volume of \$176,000,-000, just \$1,000,000 more.

Laundries continued the trend of installing drycleaning departments to take advantage of higher volume and profits at relatively low investments. This appeared to pay off, according to the report.

Of the 519 plants reporting, only 45 provided laundry-only service; the others had drycleaning departments and seemed economically healthier for their extra efforts.

(Continued on page 34)

Operating Profit by Ratio of Drycleaning Sales To



Each bar indicates percentage of operating profit (before taxes) for plants with cleaning to laundry sales ratio shown at left

You can always do it with

Cowles

ESCOLITE simplifies soap-building, because you can use ESCOLITE safely on shirts, white work, flat work, fast colors, light colors — everything that you want to wash with stock soap solution. No need to worry about excessive alkali on sensitive Colors Of fabrics. ESCOLITE gives you one builder for the whole washroom — one tank build to keep track of one colloidally powerful, soil-loosening, soil-suspending alkaline detergent to boost the break wherever it's needed on heavy soil and to protect colors and fabrics when classifications have to be combined and washed together.



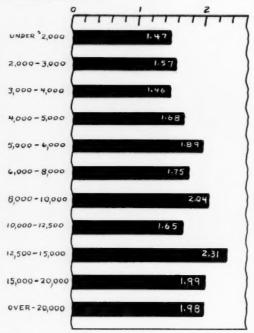
Your Cowles Technical Man can show you how to wash all classifications beautifully clean in shorter formulas with ESCOLITE and Other Cowles Products. Call him today thru your Cowles Dealer or write us.

COWLES CHEMICAL COMPANY

7016 EUCLID AVENUE . CLEVELAND 3, OHIO

Cowles ESCOLITE ESCOLLOID DRISUDZ ESCOFOS ESCOL 77 DESOIL ESCOMO BLUE SOILSORB CHLORESCO OLIVESCO ESCO SAVON*

Sales Promotion and Advertising Expense by Weekly Sales Volume



Each bar shows percentage of sales spent for advertising and sales promotion by plants in weekly sales volume group at left

(Continued from page 32)

Plants providing "laundry-only" service reported an average operating profit before Federal taxes of 1.63 percent. Plants offering laundry and dryeleaning services reported profits of 3.03 percent before Federal taxes and executive salaries.

Profits made by laundries operating drycleaning departments varied from .21 percent in plants where drycleaning sales were only 10 percent or less of the total volume, to 4.83 percent where the drycleaning accounted for 40 percent or more of the total volume.

Volume of sales, according to the report, were well distributed over the nation. Over half the plants did less than \$5,000 per week; less than 5 percent did over \$20,000 per week.

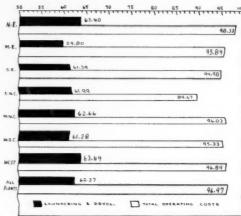
As overall profits declined, the number of plants reporting in the red in 1951 increased to 23 percent, compared to 16 percent the preceding year. Since 1947 the number of unprofitable plants has been increasing. In that year 9 percent were below the break-even point. This increased to 16 percent for the next two years.

Exclusive of unprofitable plants the report indicates that profitable plants had an operating profit of 5.06 percent. The "more profitable" plants showed profits of 9.39 percent. The top 20 percent of all plants are considered in the "more profitable" category by the AIL.

It might be significant to note that generally speaking, the "more profitable" plants paid higher executive salaries and spent more money for sales promotion and advertising.

To help the laundryman get a better view of plants in other areas, the report divides the nation into seven cost districts. They are: (Continued on page 36)

Total Laundering and Drycleaning Costs vs. Total Operating Costs by Cost Districts



Costs are represented as percentage of sales for plants in geographical cost districts listed at left

In preparing Special Report No. 198 AIL's Department of Accounting & Statistics divided the nation into seven geographical cost districts as follows.

The Northeastern district, from which 179 plants reported, includes Connecticut, Maine, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island and Vermont.

The Middle Eastern district, with 47 plants reporting, includes Delaware, District of Columbia, Kentucky, Maryland Virginia and West Virginia.

Kentucky, Maryland, Virginia and West Virginia. The Southeastern district, with 72 plants reporting, includes Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, North Carolina, South Carolina and Tennessee.

The East North-Central district, with 103 plants

reporting, includes Illinois, Indiana, Michigan, Minnesota, Ohio and Wisconsin.

The West North-Central district, from which 28 plants reported, includes Colorado, Idaho, Iowa, Montana, Nebraska, North Dakota, South Dakota, Utah and Wyoming.

The West South-Central district, with 36 plants reporting, includes Kansas, Missouri, New Mexico, Oklahoma and Texas.

The Western district, with 54 plants reporting, includes Arizona, California, Nevada, Oregon and Washington.

A total of 519 plants reported. Every state except Montana sent in at least one report, Massachusetts again led with 47.

Your Shirt Protection Problem Has Been Solved!



Formfit Protectors are the answer

Save labor costs and materials, speed service, improve the appearance of your finished shirts—that's the quick story of the Formfit protector, fully tested and proved in scores of leading laundries. Formfit is the only protector that supports itself and prevents collar collapse... adjusts itself to any size neckband from regular to disappearing type... provides a firm, neat finished shirt without need for stiffening board or special wrapping. See how Formfit can help increase profits in your plant, and create priceless customer goodwill.

Send this coupon for sample Formfit protectors and prices.

Wonderfold Sport Shirt Protectors



Magicorner Boxes



SUTHERLAND PAPER CO. MALAMAZOO MICH.

SUTHERLAND PAPER CO., Kalamazoo, Mich.

Please send information on Formfit Protectors
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When writing to advertisers please mention STARCHROOM LAUNDRY JOURNAL

(Continued from page 34)

Northeastern, Middle Eastern, Southeastern, East North-Central, West North-Central, West South-Central, and Western.

The Southeastern district, which showed a profit before Federal taxes of 6.86 in 1950, again led other areas, although its profit margin declined to 5.21 percent. Of the 72 plants reporting in that district, 85 percent were profitable, a drop of 9 percent below the year before.

West South-Central was the second highest district with an average profit of 4.79 percent, based on 36 reporting plants. In this district 92 percent of the plants reported making profits, the only area to show an increase (2 percent) in the number of profitable plants.

In order of profit returns, profit percentages before Federal income taxes districts were:

West North-Central, 4.21; Middle Eastern, 3.93; Western, 2.74; East North-Central, 2.58; and North-eastern, 1.44 percent.

Alabama, in the Southeastern district with 7.40 percent, registered the highest profit on a statewide basis. Illinois was the lowest with a .21 percent loss.

The city with the highest return mentioned in the report was Springfield, Mass., in the Northeastern district, with 8.37 percent. Chicago reported a loss of 2.53 percent, biggest loss of cities listed.

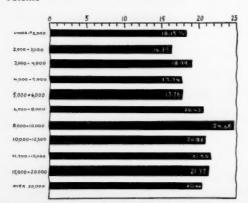
Consistent with last year's reports, plants having over \$20,000 per week volume made the highest operating profit with 5.37 percent. In the other 10 classifications divided according to weekly volume, the profit picture didn't necessarily follow a direct ratio of profits to volume.

For instance, plants doing less than \$2,000 per week, showed profits of 3.19 percent, while plants in the \$10,000 to \$12,000 class averaged 1.58 percent. Again, plants in the \$3,000 to \$4,000 class averaged profits of 1.83 percent, waile the \$12,500 to \$15,000 plants had a 4.01 percent profit.

With the trend towards drive-in operations continuing, it might be of value to note distribution costs.

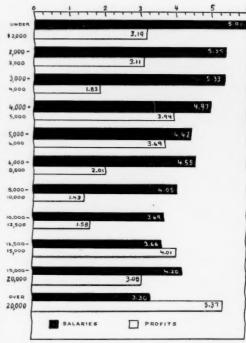
Distribution costs in 1951 amounted to 19.14 percent of sales. This includes the following: delivery salaries and commissions, agency discount and expense, delivery equipment operating expense, depreciation of delivery equipment, and liability and other insurance for the delivery department,

Collection and Delivery Costs by Weekly Sales



Total collection and delivery costs expressed as percentage of sales for plants in weekly sales volume groups listed at left

Executive Salaries and Operating Profit by Weekly Sales Volume



Each pair of bars indicate percentage of executive salaries and operating profit (both before taxes) for plants with weekly sales volume shown at left

In 1950 the cost amounted to 16.16 percent of sales. However, in comparing this figure to last year's total it should be noted that the 1950 report didn't include the item of "agency discount and expense." This amounted to 2.77 percent of sales. Therefore, if that item is excluded from distribution cost for basis of comparison, it will be seen that costs increased .21 percentage points.

For plant operators interested in comparing in detail their operating costs with those in other states and districts, the report presents figures on 58 uniform account numbers. This is in keeping with the uniform account classification for the textile maintenance industries. For the first time productive labor percentages were analyzed in more detail in the report.

Account numbers are placed under the broad classifications of laundering costs; sales promotion, delivery and collection costs; and office administrative expenses.

Included in detail under laundering and drycleaning costs (presented separately and collectively) are productive labor, productive supplies, power costs, building and machinery overhead, and indirect overhead. The other two major categories also are broken down into distinct items.

Unlike the 1950 report, last year's compilation doesn't include a complete breakdown of power and fuel costs.

The report was prepared by the AIL department of accounting and statistics and edited by the AIL publicity and editorial departments. Copies can be obtained by writing to Membership Department, American Institute of Laundering, Joliet, Illinois.



Laundry Manager McCarrell (left), of Hollenden Hotel, says-

"SKORTEX takes all the headaches out of <u>hard-water washing!"</u>

WYANDOTTE SKORTEX* is a balanced, promoted synthetic that will make your linens snap and sparkle even in the hardest water. Here's a good example of Skortex at work.

Replaced Soap

Mr. McGarrell, laundry manager of the 1000-room Hollenden Hotel, Cleveland, reports: "Since we replaced soap with Wyandotte Skortex, our linens, bedspreads

CLEANING

and towels have been whiter and softer. We now receive many compliments from guests on our attractive sheets and pillow slips.

"Although we have water of 7grain hardness, Skortex has kept our linens and our wash wheels free of lime film. Skortex has certainly taken all the headaches out of hardwater washing."

Promoted Skortex penetrates fast, removes soil quickly and thoroughly, and permits cold-water rinsing—which greatly reduces fuel costs. Ask your Wyandotte representative or supplier to demonstrate

SKORTEX... and tell you of other Wyandotte washroom products. Wyandotte Chemicals Corporation, Wyandotte, Mich.; also Los Angeles 12, California.



Helpful service representatives in 138 cities in the United States and Canada

Largest manufacturers of specialized cleaning products for business and industry

Hammond

new Ham

C' CATURA MICHE

totally enclosed.

Relt Tension.

d stainless steel door ring.

ptionally large cylinder shaft and
arings.

rashers October 2, 3, 4 and 5 at Atlantic City convention. Booths 517-519-521

and no

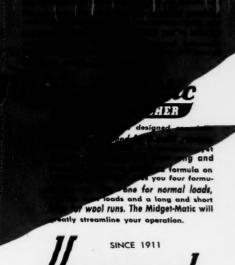
every outstand your demands.

on staying ahead!

"A Background of 41 years of Engineering and Manufacturing in the Laundry Field Demands it!"

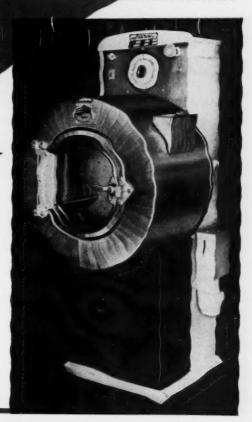


LE CAPACITIES





Contact your nearest Hammond
Dealer immediately or write direct
to us for complete information.

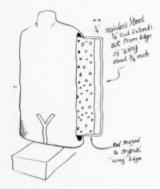


Rhapsody in Bellew

I DON'T KNOW what the weather is right now in your part of the country, but at this writing the temperature is near the 100-degree mark and has been that way for three weeks straight. Which is alibi number one if this month's column doesn't make much sense. In fact it's been so hot I've begun taking my bath on Friday nights.

the fact that these wings are adjusted to a gnat's eyelash to do a proper job.

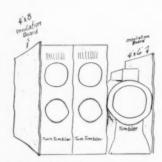
In any event, that ¾-inch space between the added rod and the original wing is quite important in the operation of the unit. (Some engineering genius will probably shoot this idea full of holes. I'm merely reporting what one launderer is doing to eliminate a padding chore.) 6-foot piece has been installed on the far side of the conventional type tumbler. These boards are held in place by wire. This pretty well has eliminated the discomfort in working beside tumblers in hot weather.



Eliminate Padding on Shirt Unit

Well, back to the mines. Talking to Ed Lammers at Crescent Laundry in Davenport, Iowa, last week and he showed me a gimmick on his shirt finishing unit that saves him considerable time when it comes to padding. He no longer has to worry about padding those "wings" that extend from the sides of the body form (perforated metal affairs that come out to take up the slack in the sides of the shirt so that it will dry wrinkle-free).

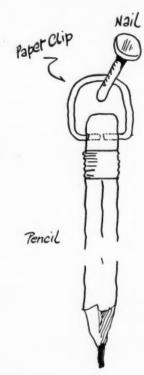
Well, Ed has eliminated the padding of these wings, by fitting a length of stainless-steel, quarterinch rod that follows the shape of the wing and sticks out about three quarters of an inch from its outer edge. This way, finishing apparently is improved since the shirt appears to dry better when it doesn't come in contact with the padding. Only thing is, these stainless steel rods have to be smooth as silk, and exactly the proper distance from the old wings or they won't work right. This must be due to



Reduce Heat in Summer

In common with most laundries, in parts of the country where it gets hot as blazes in summer and colder than """ in winter, the Crescent plant has needed the heat from the tumblers in the winter-time. They have resisted the impulse to box in these units to eliminate a lot of the radiated heat in the summer. However, Crescent has found that proper use of insulation board will protect employees from a lot of this heat in the warmer months.

Most heat from tumblers radiates from the top sides and travels to the ceiling where fans remove it. But some heat remains and the biggest problem is to protect the girls working close to the tumblers. Crescent has hit on a workable solution. In one department with a pair of new twin unit tumblers and one conventional tumbler sitting side by side, a 4 x 8-foot section of insulation board has been placed against the side of the outside twin tumbler, and another 4 x



Pencil Saver

My frugal friends with time to burn can save on pencils by having the girls hang them up instead of laying them down. One operator I know amuses himself by heating a paper clip and burning a small hole through the pencil eraser. Then he bends the clip into a circle and slips it through the eraser so that it can be hung up. Told me, in all confidence, he saved 45 cents in one fiscal year. (How you doing in '52 Charley?)

IF YOU WANT TO RETURN YOUR

CUSTOMERS'

CLOTHES

CLEAN AS A * WHISTLE EVERY WEEK

with
their whiteness
maintained

and *
do
this

IN THE *
SIMPLEST
WAY
POSSIBLE

LOW COST

*

We recommend changing to OZONITE,

THE COMPLETE,

SCIENTIFICALLY
BALANCED SOAP!

YOURDRY

• Complete—
no pre-mixing

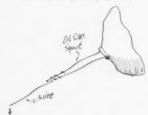
• Right from the barrel

into your washers

No washing mixture
 guesswork

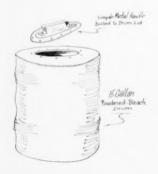
Procter & Gamble CINCINNATI, OIHO

(Continued from page 40)



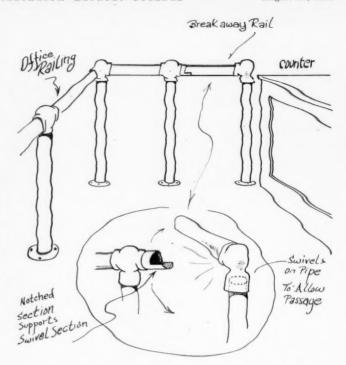
Oiling Through Small Openings

In a Kansas City, Kansas, laundry, a maintenance man showed me how he simplified the job of oiling those hard-to-get-at spots on a sewing machine. He wrapped a fine wire on the spoul of an oil can so the hole in the spout. The oil actually ran along this six-inch length and into a hole that normally would have required an oil can equipped with a flexible spout. He claimed that with this wire arrangement he could oil even the smallest holes without having to hunt up a special oil can with a tiny spout.



Putting Empty Drums to Use

Here's how Community Laundry, Kansas City, Mo., uses empty powdered-bleach drums. The lids have been fitted with strap metal handles, and the 15-gallon drums are set around the plant to serve as receptacles for oily rags, and as trash cans. Seems to me the lids are originally held in place by small metal screws. But after removing the screws it was still necessary to use a screwdriver to pry the hids off. So, this proves the drums make safe enough containers for oily rags, since the lids fit down into the opening at the top of the drums.



Rail Gate

Henry Waldorf at the Aalco Laundry in St. Louis uses a section of brass railing along one side of his call office to discourage uninvited persons from wandering back into the plant. At first glance it appears to be an unbroken railing with no way of getting through it. Closer inspection shows the section of pipe nearest the counter has an elbow that swivels on the supporting leg. This pipe section rests on a notched section of rail fastened into the next-in-line fitting of the railing. To open this little "gate" you merely lift this swiveled section lightly to clear the notched end, and swing it either way.



Simple Ticket Holder

Now for the "Odds and Ends Department." I once saw a common old screen-door eatch fastened to the side of a washwheel to hold notes and tickets. Another time a catch was fastened to the front of a tumbler for the same purpose. Most recently a drycleaner used one to hold tickets on the assembly girl's desk. So, it occurred to me, there must be a dozen places around a laundry where these little spring pressure gismos would serve a good purpose.

Storage Space Problem Solved

In many laundries the problem of finding storage space for supplies is becoming serious, especially where a drycleaning department has been added, taking up most available space. In Mission, Kansas, Duggin's Drive-In Laundry & Cleaners is a good example of how unused space can be utilized. In fact, they made space for thin air. A long narrow addition across the back of the plant, which, I believe, was originally intended to serve as garage space, has been fitted out with an overhead platform to hold supplies.

supplies.
The rapidly expanding drycleaning department will soon have more room once it is moved into this



haustive "torture tests" designed to prove beyond doubt the

ability of each piece of equipment to exceed by great measure

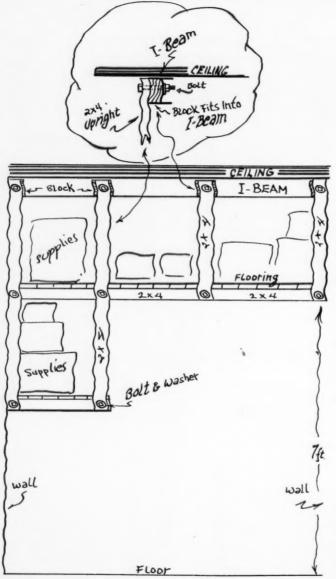
the most enthusiastic of claims.

We invite you to get the complete story of Cook Washettes, incorporating the most sen-sational development the washer industry has known . . . the new Direct Reducing Gear . . . exclusively on Cook Washettes!

Not Necessary to Rem Guard to Tighten Bell

4. Impossible to Misalign Belt

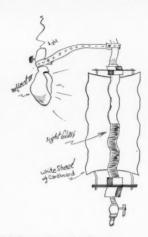
Norm Gear Operates to Bath of S.A.E. 90 Oil



back addition and replaces the supplies. While the idea is hardly new, the construction of this overhead platform is particularly sturdy. Two x four's serve to support the

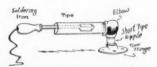
Two x four's serve to support the platform from the I-beams aeross the ceiling. The crosspieces to support the platform floor are also 2 x 4's, all securely held together by heavy-duty bolts. Besides the upper level, two of the 2 x 4's nearest one wall are extended downward to support a second, narrower

platform for more supplies. I have seen many rather rickety ways of fastening 2 x 4 braces to overhead I-beams, and this method was worth a second look. Wooden blocks were used to fit against the inside of the I-beam in such a manner as to bring the upright 2 x 4's flush with the outside edges of the beam. Thus, the supporting bolt passed through the 2 x 4, the space-filling blocks, and the I-beam, making it a solid connection.



Brighten the Boiler Room

Here's another idea from Ed Lammers' plant that could be used in a lot of other laundries. Even in the best lighted boiler rooms there is still the problem of quickly reading the level on the boiler sight-glass. This is simplified by slipping a piece of white cardboard, or even a sheet of white paper, behind the sight-glass so the water in the tube doesn't blend into the background, causing an incorrect reading. To further lessen chance for error, the glass is illuminated with a small light fitted with a reflector and held in place by a metal strap.



Soldering Iron Holder

This one I saw in a neighbor's basement workshop, but it should work equally well on your own plant's work bench. It's a safe resting place for a soldering iron. A ten-inch length of two-inch pipe with an elbow on one end fits loosely to a short all-thread nipple held to the work bench by a floor-flange. With the elbow fitted to the nipple with only a couple turns, it's easy enough to turn it out of the way when not in use. (Might improve this by putting a narrow strip of asbestos inside the pipe for the iron to rest on while heating. I think it would considerably speed the heating.)





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CALGON KEEPS CUSTOMERS HAPPY! Why? Because Calgon in the formula gets things cleaner . . . gently, thoroughly. Your customers get quality work every time.

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You'll see the difference Calgon makes. You'll agree your customers' satisfaction is worth it.

Calgon makes any soap wash better . . . makes any water rinse better.

Calgon∦ is easy to use

CHOOSE THE FORM

THAT'S BEST SUITED

TO YOUR NEEDS

For quality laundering....Wetcleaning.. Rugs and Upholstery Shampooing!





Instant Calgon is available in 25 lb. drums and in 100 lb. bags, Calgon in regular form is available in 100 lb. bags. Order from your distributor or write to Calgon, Inc.

CALGON, INC., HAGAN BUILDING, PITTSBURGH 30, PA.

On the Mobilization Front

Controls have been extended in modified form as follows. Congress has enacted and the President has signed legislation extending wage and price controls to April 30, 1953. Materials controls have been extended to June 30, 1953. This means that Ceiling Price Regulation No. 34 with its amendments will remain in full force and laundryowners are not relieved of the burden of complying for another 10 months. It also means that laundryowners must continue to comply with all regulations governing the use of controlled materials for another 12 months. However, in the sphere of wage and salary controls many changes have taken place. The more pertinent ones are outlined below. Laundryowners are cautioned once again to secure copies of the complete regulation in every case before acting on the basis of this information.

Wage Stabilization Board revamped. The old Wage Stabilization Board was abolished effective 30 days after the effective date of the new law. A new tripartite Board, the members of which must be confirmed by the Senate, will be appointed for terms which expire May 1, 1953. The authority the new Board will exercise differs substantially from that of the old one in that it will be limited to the making of recommendations to the Economic Stabilization Director of "general policies and general regulations" relating to the stabilization (i.e., prescribing maximum limits) of wages and salaries. The new Board will have no jurisdiction over labor disputes as such unless they involve the interpretation or application of the Board's general stabilization policy and regulations. Moreover, as of June 27, the old Board was prohibited from issuing any regulations or orders except as to individual cases pending prior to such date.

Present Salary Stabilization Board retained. By express provision in the new act authority to stabilize salaries was continued in the Salary Stabilization Board as presently constituted. Congress thus rejected proposals that salary stabilization be transferred to the jurisdiction of the Bureau of Internal Revenue.

New wage and salary stabilization exemptions. Two new exemptions from wage and salary stabilization are of interest to laundryowners. They are:

1. Small businesses. Wages, salaries or other compensation of persons employed in a "small business enterprise" are exempt from stabilization effective 30 days after the enactment of the new legislation. A small business enterprise is defined as "any enterprise in which a total of eight or less persons are employed in all its establishments, branches, units or affiliates."

2. Hourly wage rates of \$1.00 or less. The new law prohibits the issuance or continuance in effect of any order or regulation "which prohibits the payment or receipt of hourly wages at a rate of \$1.00 per hour or less." This is understood to mean that employers now paying employees hourly wages at a rate of \$1.00 an hour or less need no longer under any circumstances

seek Wage Stabilization Board approval for any wage increases up to or including the \$1.00 per hour level. This refers to actual basic hourly rates and does not include average earnings with incentives or overtime.

Recent wage stabilization developments

"Cost-of-living" increases. By a recent amendment of Section 4 of General Wage Regulation 8 the Wage Stabilization Board permits employers to grant certain limited "cost-of-living" increases to their employees even though they have previously given their employees, with WSB approval, increases in excess of the 10 percent "catch-up" increase permitted by General Wage Regulation 6. Prior to the recent amendment of GWR 8 no "cost-of-living" increases could be given where the 10 percent increase authorized by GWR 6 had been exceeded.

Paid sick leave benefits are to be treated as health and welfare benefits under GWR 19, not as fringe benefits under GWR 13, WSB has decided. As a result, petitions for approval of paid sick leave plans will go to the WSB's Health and Welfare Committee for consideration in the future.

Fringe benefits. WSB has also modified its industry and area practice criterion for approval of fringe benefits. Under the new policy proposed fringe benefits may be approved even though they do not conform to area and industry practice if they are not unstabilizing and if the industry or area practice test is inappropriate. (Amendment I to GWR 13 and WSB Release No. 226.)

Interpretation of regulations. WSB has issued Interpretation Bulletin 17, a series of rulings by the Board and its staff on problems arising under the various regulations. The bulletin contains an extensive discussion, with numerous examples, of how to apply the GWR 6 "catch-up" increase and the GWR 8 "cost-of-living" increase to the compensation of employees paid on piece and incentive rates. (Interpretation 6-95, Interpretation Bulletin 17, April 1, 1952.)

Fourth of July holiday. By resolution issued May 27, 1952. WSB permits employers to give the Saturday after the Fourth of July as an additional paid holiday to employees who normally work on Saturdays. The amount paid to such employees need not be set off against the amount available for catch-up increases under GWR 6. (WSB Resolution 95, May 27, 1952.)

Increases in commission rates. A guide list for use in requesting WSB approval of increases in the compensation of employees paid in whole or in part on a commission basis has been issued by WSB. The list, entitled WSB Form 100 M, is to be used in connection with applications for increases which cannot be put into effect without prior WSB approval under GWR 20.

Recent salary stabilization developments

Stock option and purchase plans. The Salary Stabili-

More than 80,000 in use!

HUEBSCH TUMBLERS

drying job for you, too

All over America—one, two, three, four—or as many as a battery of 70—Huebsch Open-End Tumblers are serving leading launderers and dry cleaners. Why this amazing acceptance? Because Huebsch Tumblers deliver more satisfaction, more efficiency, more economy than any other make of tumbler on the market!





Ideal for drying all types of small loads. Each cylinder has capacity of 15 pounds dry weight—just of 15 pounds dry weight for the average bachelor right for the average bachelor diaper bundle. Doors have new-diaper bundle. Doors have new type, easy-closing handles and type, easy-closing handles winheat-resisting look-in glass windows. Built-in lint trap. (Available for laundry use only.)

- Faster Drying at Lower Cost.
- Easier and Faster to Load and Unload.
- Low Initial Cost, Low Power Consumption, Low Maintenance Cost.
- Available in both Laundry and Dry Cleaning Models.

Ask your Huebsch representative for complete details—or write us direct.

HUEBSCH Originators INVENTOR AND WORLD'S LARGEST MANUFACTURER OF OPEN-END DRYING TUMBLERS

Makers of the famous Huebsch Handkerchief Ironer and Fluffer Pants Shaper Automatic Valves Feather Renovator Double Sleever Collar Shaper and Ironer Garment Bagger Cabinet and Garment Dryers Washometer Spring-Type Filter

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zation Board has issued a complete revision of General Salary Stabilization Regulation 4 covering stock option and stock purchase plans. The revised regulation relaxes to some degree the requirements for plans that can be put into effect without prior SSB approval. However, the basic premise of the old regulation is retained; stock option and stock purchase plans cannot be used to give salary increases not otherwise available under SSB regulations.

Bonus plans. SSB has also issued a new order governing new bonus plans. Previous to the issuance of the new order, bonuses for salaried employees were governed solely by GSSR 2, which prevented the payment of bonuses by employers who did not pay bonuses during the 1946-1950 period. The new order, General Salary Order 12, permits employers not covered by GSSR 2 to pay bonuses with a fund obtained from unused amounts available for increases under Section 8 of GSSR 1 (the 10 percent "catch-up" formula) and General Salary Order 6 ("cost-of-living," productivity, etc.). The amount obtained from the 10 percent formula for distribution as a bonus fund becomes available again for distribution under the 10 percent formula at the close of the calendar fiscal year during which the bonus was distributed. The amount obtained from the GSO 6 fund becomes available again one year from the date on which the employer computed the amount available under GSO 6. There are no restrictions on the distribution of the bonus fund obtained under GSO 12, but inequities caused by the distribution of the fund cannot be claimed as a basis for subsequent adjustment in compensation.

Revised application form. The Office of Salary Stabilization has issued a revised form for application for approval of salary increases. The new form is OSS Form 300-12, Revision No. 1, May, 1952.

Health and welfare plans. A new general regulation governing health and welfare plans has been adopted by SSB. The new regulation, GSSR 8, supercedes GSO 11, which previously fixed Board policy on such plans. The new regulation permits plans to be put into effect without prior Board approval where the employees covered pay at least 40 percent of the premiums, or, if the plan includes dependents of covered employees, 50 percent of the premiums.

Death benefits. GSO 13, issued May 2, 1952, permits employers to contract for and to pay, death benefits up to \$5,000 without prior SSB approval.

Interpretation bulletins. On May 21, 1952, SSB released Interpretation Bulletins Nos. 6, 7 and 8. The three bulletins are in question and answer form. Number 6 deals with extended work week compensation under GSO 10—the situations in which salaried employees can be paid the equivalent of overtime compensation. Number 7 covers stock option and purchase plans under Revised GSSR 4, and Number 8 is concerned with the effect on salaries produced by a change in the legal structure of the business—for example, a change from a partnership to a corporation.

Demoted employees. SSB has also amended Section 5 of GSSR 3, the regulation which governs adjustments in the compensation of individual employees. The amendment permits an employer to pay to a demoted employee the salary for his former position if the employee had held the former position for at least three years. Prior to the amendment, a demoted employee could be paid no more than the salary for the position to which he was demoted.

"Carpet Test" Spurs Promotion



Blanket washing and sales interest was stimulated by the combined efforts of Pat Hensley, left, department store publicity director, and Ross McBride, laundry manager. Scene is the blanket department of Penney's department store

Ingenuity and cooperation between a laundry and department store is one way of stimulating sales of wool blankets and proving that they can be washed properly.

The American Laundry and Cleaning Company of 641 Main Street, Lafayette, Indiana, used this idea:

By arrangement with Penney's Department Store, a blanket was placed on the floor at the entrance to the store where the customers walked on it for one week.

At the end of the week, according to Ross McBride, manager of the laundry, the blanket had been trod on by an estimated 85,000 feet, three or four tricycles and one or two nameless hounds.

After half of it had been laundered in a blanket washer the blanket was displayed—half clean, half soiled—at the laundry and the department store alternately (see illustration).

LSAA Campaign Under Way

"Go Wash Your Face" is the promotional advice being offered by the Linen Supply Association of America. On that peg the association is basing its large scale national magazine and "grass roots" campaign. In cooperation with the National Cotton Council,

In cooperation with the National Cotton Council, the association has developed an advertising program which will reach an anticipated 12 million readers in these magazines: Time, Business Week, Newsweek, United States News and World Report, Factory Management and Maintenance, Mill and Factory, Office Management, and Purchasing.

In addition, the association is offering sales material to its members. This is to localize the advertising impact and allow the individual operator to eash in on the national slogan.

As indicated by the type of magazines, the campaign is out to reach business and industrial executives. Advertising stresses the importance of overcoming fatigue in plants and offices. And what better way than to wash your face and dry with a cotton towel supplied by a member of the association, the ads reason.





Satimette

... the non-congealing starch!

Once cooked, it never changes. That's why
Satinette gets more popular all the time. Draw the last
ounce from your starch cooker at any temperature...
and use. Hot or cold, Satinette gives you perfect
penetration, uniform body, a beautifully-smooth
finish free from highlights.

THE KEEVER STARCH COMPANY, COLUMBUS 15, OHIO

Laundry News Notes



SALMON, IDAHO-National Laundry and Dry Cleaners is back in full production following a recent fire.

CONRAD, MONT.—Blue-White Laundry and Cleaners, owned and operated by Mrs. Anna E. Torske, is going out of business. Mrs. Torske plans to maintain a drycleating service if a suitable location can be found.

CHILLIWACK, B. C. – The Valley Laundry is attempting to get zoning permission to proceed with a \$50,000 rebuilding and expansion program.

PORTLAND, ORE.—Oregon Laundry & Dry Cleaning has purchased the building it has occupied under lease for the past 11 years. Price was approximately \$60,000.

TILLAMOOK, ORE.—Jack Langwell has sold the self-service laundry at 1014 Pacific Ave. to Mr. and Mrs. F. C. Williams.



DALLAS, TEXAS — Stiers Laundry, Inc., has completed its five-year expansion, remodeling and modernization program. Officers of the plant are John L. Freiberger, president; C. J. Robertson, vice-president; and John A. Erhard, secretary-treasurer.

FORT WORTH, TEXAS-Kenneth's Washette has opened at the Fair Oaks Shopping Center.

CALDWELL, TEXAS—A new building is being completed to house the Nu-Way Laundry and Cleaners and a super market. Horace B. Dowell and Allen C. Oliver will operate the laundry. All new equipment has been installed, and a drive-in area has been provided.

PORT ARTHUR, TEXAS—The Home Laundry, 733 Procter St., recently held a picnic at which 19 long-time employees were honored. The employees, whose service record totals 372 years, were presented with gifts by Ed Lohmann, president of the firm.

FORT SCOTT, KAN.—The Nu-Way Launderette has opened at 623 South National. Owner is Tom Davis.

PARSONS, KAN.—The E-Z Help-Ur-Self Laundry, 913 S. 13th St., has been purchased by M. S. Freeberg from Mr. and Mrs. E. L. Ranev.

BARSTOW, CAL.—The Handy Launderette, 519 E. Main St., is now being managed by Mr. and Mrs. Herbert Shaw. The concern is now handling regular commercial laundry and drycleaning. The latter services are being farmed out at

SANTA ROSA, CAL.—Suds-N Service, a new laundry, has opened for business on Midway Drive in Montgomery Village. The plant, operated by J. S. Wright, will specialize in fast service.

SAN FRANCISCO, CAL.—The Laundry and Linen Supply Board of Trade of San Francisco has been incorporated.

OROVILLE, CAL.—C. F. Huntington, who founded the Oroville Laundry & Dry Cleaners in 1906, is retiring and the plant has been sold to J. R. Conaway and Ralph N. Crabtree. Mr. Huntington operated the business himself until 1948 when he turned over active management to his son, Fred, who is now devoting all his time to his R.C.B.S. Tool, Die & Gun

Mr. Huntington has always been active in association work, was president of the California Laundryowners Association in 1922 and headed the California Drycleaners Association in 1940. He writes that he is retiring to do many of the things he has always wanted to do, and that he plans to travel some and just enjoy life.

The laundry is located at 688 High St.

LONG BEACH, CAL.—Recently a very hefty lady broke a record at the Laundryette, 256 Alimitos Ave. Often a customer will use three or four machines at once, but this lady lugged in a tremendous load of soiled clothing and proceeded to load up 14 washers.

VENTURA, CAL.-The new Trenholm Laundromat, 3004 Telegraph Road, has opened for business. Owners are Mr. and Mrs. W. Gordon Trenholm.

ARTESIA, CAL.—Robert J. Cook has opened a new laundry at 16434 Pioneer Blvd. The plant will offer complete four-day pickup and delivery service.

GUERNEVILLE, CAL.—A new laundry and cleaning plant is being operated by J. R. DeLong at Río Nido. Launderette service and linen service are also offered.

FRESNO, CAL.—Sudden Service, Inc., has added two new locations to its facilities, one at 354 C. St. and the other at East Tulare St. and Cedar Ave.

HAYWARD, CAL.—Mrs. Peggy Sewell has opened a new launderette at 793 Watkins St.



PENSACOLA, FLA. – Bill Doyle Cleaners and Launders has opened in its new plant at 1823 N. Palafox St.

FT. WALTON, FLA.—Tiny Tot Diaper Service has opened on Main St. A. L. Gottesman is owner and operator,

COCOA, FLA.-A new building is being constructed to house the Palm Laundry and Dry Cleaners.

ATLANTA, GA.—National Linen Service Corp. reported sales of \$23,428,819 for the nine-month period ending May 31. Net profit after taxes was \$1,291,671.

COMMERCE, GA.—Peerless Laundry and Dry Cleaners has installed new drycleaning equipment.

ATLANTA, GA.-A recent fire heavily damaged the Beacon Laundry, 2839 Peachtree Rd. N.W.

WINSTON-SALEM, N. C. – Dunn's Laundry was recently destroyed in a \$150,000 fire.

NATCHEZ, MISS.-Bush Laundry and Dry Cleaners, a new establishment, has opened at 193 Homochitto. Owner and operator is N. E. Bush.

(Continued on page 52)



For Special Coatings, Industry has Depended on TROPICAL for 68 Years

Where service is severe, maintenance men have a habit of turning to Tropical heavy-duty paints. In almost any industry you can think of, from steel to textiles, and in commercial buildings and hotels, in schools, colleges, hospitals and institutions, Tropical paints have set records of endurance where the going is tough. Whether the application must resist acid fumes, alkalies, rust or heat . . . on metal, masonry, wood or concrete . . . on floors, walls, ceilings, roofs, machines or equipment . . . there is a Tropical paint that has proved it can do the job better! Take advantage of the experience, advice and personal service offered by your local Tropical maintenance paint specialist. Write us today.

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(Continued from page 60)



TOWANDA, PA.—The building now occupied by the Wear White Laundry and Dry Cleaning Co., 9 Poplar St., has been leased to a steam heating plant. The laundry, owned by Francis T. McKinery and Michael J. Capece will continue operations in a new location as soon as a suitable one is found.

PITTSBURGH, PA, - Metropolitan Laundries, Inc., have become incorporated.

BEACHWOOD, N. J.—A new laundromat has opened on Atlantic City Blvd., near the Beachwood Circle. It is owned and operated by Mr. and Mrs. William Pomel.

NEW YORK, N. Y.—Harold Buckelew, executive secretary of the New Jersey Laundry & Cleaning Institute, has been elected president of Trades Association Executives in New York City for 1952-53.

PLAINVILLE, MASS.—A new \$60,000 laundry is planned for the Pondville Cancer Hospital.

SALEM, MASS.—The newspaper advertisements of the Salem Laundry have been cited for their selling power by the American Newspaper Publisher's Assn. The plant recorded a 50 percent gain in shirt volume by hard-hitting ads plugging its five for \$1 shirt service, and results of the plant's "Fill-A-Case" promotions far exceeded expectations.

LYNN, MASS.—Savings estimated at \$5,000 yearly are expected to result from the city's abolition of a municipally owned laundry at the Lynn Public Medical center on Holyoke St. The center's laundry volume has been contracted out to the Empire Laundry and the Service Laundry, both of Lynn.

SPRINGFIELD, MASS.—The Laundry Owners and Dry Cleaners Associations of Springfield held a combined meeting at which past presidents of both groups were honored. Norman Weinstein, president of the laundry group, presented gifts to Past Presidents Edward Frenier, Russell Dale, and Robert Samble. Herbert Satter, president of the Massachusetts Dry Cleaners Association, presented gifts to Harry Rachleff, Stephen Muzic, and Leo Arlen.

Principal speaker of the evening was C. B. Kasson of R. R. Street & Co. Both groups discussed plans for a clambake to be held August 7.



GRAYLING, MICH.—A new 100 x 100-foot industrial laundry will be built here within the next year, it has been announced by M. J. Robinson, district supervisor of Cadillac Overall Supply, Cadillac's present plant is too small to handle the firm's volume. The new plant is expected to cost about \$250,000,

CENTRAL LAKE, MICH.-A new automatic laundry is being built on Route M-88.

GAYLORD, MICH. - The Gaylord Self-Serve Laundry has been purchased by Mr. and Mrs. Harry Cook from Mr. and Mrs. George Gardner.

GRAND RAPIDS, MICH. - Cole's Laundry and Cleaners recently honored Mrs. Edward Carpenter, who has retired after 28 years with the firm.

PAW PAW, MICH.—A \$210,000 fire has destroyed the Paw Paw Laundry. Four months ago the firm suffered a \$20,000 fire. Cause of the blaze was not established. The loss was partially covered by insurance.

BATTLE CREEK, MICH.—The Blue Ribbon Laundry recently held open house at its new plant and offices at 274 East VanBuren. Charles H. Thayer, owner, and six of his 50 employees built the 12,500-square-foot plant themselves.

DETROIT, MICH.—The Cunningham Laundry, a linen supply operation, sells ice cream along with its linen service.

SOUTH BEND, IND.—T. H. Fallon, former general manager of the White Swan Laundry of South Bend, has joined the Superior Laundry & Dry Cleaning Co. in the same capacity.

MILWAUKEE, WISC.-Uptown Cleaners and Launderers, Inc., have opened a drive-in branch store at 4164 W. Lisbon St. The new location is expected to be able to handle 75 cars per hour.

WEST BEND, WISC.—Excelsior Launderers and Dry Cleaners have opened a store at 438 Fourth Ave.

DIXON, MO.-Joseph Rollins and Arthur J. Bertlett are opening a self-service laundry in the Faust Building.

CARROLLTON, MO.—New washing equipment has been installed at the Stanford Laundry and Dry Cleaners, and the exterior of the plant has been remodeled.

JEFFERSON CITY, MO.—The Capital City Laundry and Dry Cleaning Co., 315 Monroe St., has ceased business and the building has been leased to the Crystal Amusement Co.

GRINNELL, IOWA-King's Grinnell Laundry has been purchased by Ruth V. Hager and her sons, Richard, Charles, and Don, owners of the Meeker Laundry and Cleaners, Marshalltown. The Grinnell laundry will continue to operate under its present name, and will be managed by Don Hager.

CEDAR RAPIDS, IOWA – Kenneth Priebe has opened a new Launderette at 308 First Ave. NW.

NEWTON, ILL.-D. A. Turnipseed, owner of the Superior Laundry, has accepted the post of principal of the Willow Hill Consolidated Grade School. He will continue to operate his laundry.

BUSHELL, ILL.—The Kille Laundry is now located at 157 E. Davis St.

SPRINGFIELD, ILL.—The Chapman Laundry & Cleaners Co., 101 W. Cook St., is discontinuing business.

CARBONDALE, ILL. – Selmier-Peerless Towel Service has purchased the Illinois Towel and Linen in Centralia, and is consolidating both operations in the Carbondale location.

SPRINGFIELD, OHIO-A \$175,000 fire recently caused extensive damage at Evelyn's Hand Laundry.

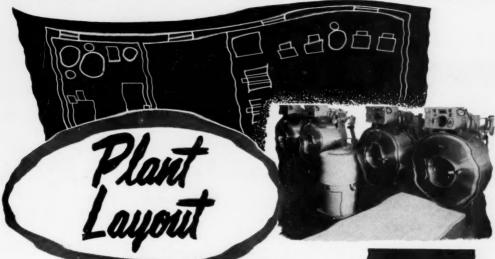
WOOSTER, OHIO - Mr. and Mrs. William B. Braund have purchased Mann's Laundry from Mr. and Mrs. Walter Mann.

COLUMBUS, OHIO—A new self-service laundry known as the Baerco Laundromat Half-Hour Laundry has opened at 3167 E. Main St. It is owned by Robert W. Baer.

MORRIS, MINN.—New steam pressing equipment has been installed at the Morris Laundry.

ROCHESTER, MINN.—Roy Watson, president and general manager of the Kahler Corporation which operates the Model Laundry, announces that Fred G. Schultz, manager, has retired and that his son, Ronald W. Schultz, is replacing him. Cyril G. Duncan has been promoted to assistant manager.

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In these days of ever increasing competition, get your laundry into high gear and pull ahead in efficiency, quality and profits. Install the complete Milnor System of Individual Washing.

Typical plant layouts, layouts that have proven themselves by actual operation and that are voted "tops" by laundry owners everywhere, are available to you. The MILNOR PLANT LAYOUT SERVICE will show how you can use the Milnor System to speed up the work flow, reduce production costs, avoid claims, get a better quality wash and complete customer satisfaction.

Our engineers, without any obligation to you, will be glad to supply layouts and plans covering your particular needs and will help get your laundry on the road to higher efficiency, better quality and more profits.

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how to find, train and keep good laundry workers

"for those who supervise others"—

THE ANNUAL 1952

GUIDEBOOK

OF THE LAUNDRY INDUSTRY

The Laundryowner's Guide

to Sound Employee Relations

coming in SEPTEMBER

TELLS HOW TO_

GET KEEP TRAIN CONTROL TRANSLATE

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STARCHROOM LAUNDRY JOURNAL

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EDITORIAL FEATURE SECTION!

A Guide to Sound Employee Relations.

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Charts, graphs and tabulated information covering all phases of laundry plant operation and production. Basic textbook information in a handy reference form, useful day-in day-out to all plant executives.

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CLASSIFIED DIRECTORY, listing in a single section all kinds of laundry equipment and supplies and manufacturers of these products; arranged for easiest reference and quick and sure finding of buying information.

TRADE NAME DIRECTORY, listing trade names and manufacturers of equipment and supplies used by the laundry indus-

MANUFACTURERS' DIRECTORY. providing an alphabetical list of manufacturers and their home office addresses.

LOCAL BUYERS' GUIDE, a geographical directory providing complete information on addresses of manufacturers' branch

DETAILED BUYING INFORMA-TION supplied in display advertising of leading manufacturers and sales organizations; by informational ads throughout the Classified and Geographical Directory Sections

AND A.I.L. CONVENTION GUIDE:

Full details of program and exhibit plans for annual convention of American Institute of Laundering, to be held in Atlantic City, October 2-5,



Harry Williams, department manager, explains washer loading to (left to right) Thomas Fields, Edgar McCutcheon, and Richard Jones



Harry West, instructor, shows students how to test water for pH. Left to right: Recee Pate, Mr. West, Wesley Wilson, and J. C. O'Conner

Laundry School in Okmulgee

Oklahoma A. & M. helps to meet the need for trained laundry managers

ONE OF THE BIGGEST current problems facing the laundry industry is an acute shortage of trained personnel. The Oklahoma Agricultural and Mechanical College is helping to relieve this shortage by running a two-year course in laundry operation at its School of Technical Training in Okmulgee.

The trade course, operated in conjunction with the school's laundry plant, aims to turn out men who know the business. High school graduation is not a pre-requisite for registration; emphasis is placed on willingness and ability to learn. So far every graduate of the department has been placed and is working successfully in a commercial laundry plant.

Although the course is scheduled for two years, students are permitted to progress as fast as their aptitude, previous experience and effort permit. Many take far less than the full two years to complete the

Emphasis is on learning by doing. To keep its courses down to earth, Tech's policy is to hire instructors who have already been successful in industry and who have many years of experience in the field. Two men, whose

The state of the s

Harry West explains pH scale to student Recee Pate

combined experience totals 59 years, are largely responsible for the efficiency of the department and its plant—Harry Williams, department manager, and Harry West, instructor. The former was manager and the latter superintendent of the large King Dinks Parrish Laundry in Oklahoma City.

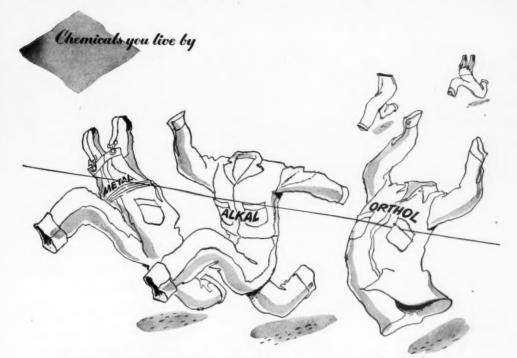
Specific training is provided for practically every phase of laundry operation. The course is broken down into five sections: office management, checking, washroom, finishing room, and maintenance.

Students work three hours a day in the plant, applying what they learn in the lectures. They spend about three weeks at each station in the plant. The Williams-West system works this way. When a student learns one job and moves on to the next, he becomes supervisor of his previous job and helps to train the new man coming along behind him.

The Tech plant is valued at \$56,000. Equipment includes eight tumblers, seven washers, four extractors, one six-roll flatwork ironer, three wearing apparel press units, two pants units, two shirt units, and various other pieces of smaller equipment. The plant is a successful commercial operation, grossing approximately \$1,000 per week. All profit goes into a general school fund, with part of the profit coming back to the laundry in the form of new equipment.

Although the school is primarily for Oklahoma residents, out-of-state students are welcomed, and about 14 percent of the current enrollment comes from states other than Oklahoma. Out-of-state students pay the same charges as residents. There are no age, educational level, or race limitations. The school operates on a three-term basis, all year around.

Officials report that food and housing costs are low. Rooms on the campus are available for as little as \$10 per month. The cafeteria is operated on a non-profit basis and good meals are available at a cost of approximately \$1.50 per day.



It's an "ATE" to Win..

Bet on Diamono's Metalate, Alkalate® or Ortholate to get you into a winning run against the extra dirt of clothes in winter.

Here's how they work—your water softener will take care of the natural water hardness. But the dirtier clothes you have to tackle in winter introduce their own hardness into the water,

The DIAMOND "ates" reactivate lime soaps and take care of any extra hardness brought on by dirt in the clothes.

Let our Technical Serviceman test your washroom conditions. The service is free, expert, and yours for a phone call. After all, you can read the results for yourself and judge whether or not one of the Diamond "ates" would save you money.

Call your nearest DIAMOND Laundry distributor now for a Technical Service checkup.



DIAMOND LAUNDRY DETERGENTS + SOURS + BLUES

DIAMOND ALKALI COMPANY ... CLEVELAND 14, OHIO

CHEMICALS



LET US PROVE IT TO YOU!

WASHER

WILL WASH, RINSE, EXTRACT

8 TO 10 NINE-POUND LOADS PER HOUR

THE ANSWER TO THE QUICK-SERVICE LAUNDRY PROBLEM

Write for Catalog
SPEEDY WASHER MFG. CO.

5500 N. W. 2nd Ave., Miami, Florida

A.I.L. School To Feature Short Courses

AIL MANAGEMENT, alerted to a growing shortage of skilled laundry personnel, will temporarily sideline the 16-week School of Laundry Management this Fall in favor of a series of one-week job training courses.

The new education program, to be launched September 15, will feature thorough studies of production, washroom, salesmanship, sales management, and advertising, accounting and office methods. AIL has adopted

the new curriculum to help plantowners fill the gap of skilled workers lost to high-paying defense industries, the Selective Service Program, and call-back of Army, Navy and Marine reserves.

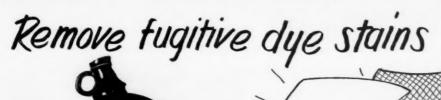
According to Cecil H. Lanham, director, AIL Education and Training Department, any employee sponsored by an Institute member is eligible to enroll in the (Continued on page 73)

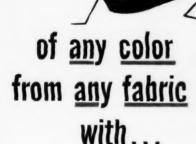


The All library, housing one of the most complete collections of technical books in the country, is available to all students attending the one-week job training courses



Problems in plant layout and workflow are solved by students working at drafting boards in an Institute classroom. Examinations are given on the last day of each of the one-week courses







The all-purpose liquid safety stripper

When colors run, bleed or print off-on white or colored fabrics—turn to YellowGo. This safe controllable stripper removes stains of RED, GREEN, PURPLE, BLUE, BROWN, BLACK, YELLOW and all other reducible dyes. Works on cotton, wool, linen, silk and synthetic fabrics without affecting tensile strength. Gives off no unpleasant odor—won't whiten off-whites—will lift one color from another. Highly concentrated, Yellow Go makes the safest, most effective stripping bath you ever used for less than 5¢ a gallon!

There's no substitute for order it by name from your jobber

FREE! New "STAIN REMOVAL SELECTOR CHART", a handy wall-hanger guide to the removal of difficult spots and stains. Ask your jobber for a copy or write direct to A. L. Wilson Chemical Co., Kearny, N. I.



For Stain Removal that's certain and safe get on the

Wilson ("GO")

- · YellowGo
- TarGo
- · InkGo
- · ColorGo
- . RustGo
- · Penso

· Q-D

Cleaning Section



Left: Cleaning department as seen from point opposite the check-out area. (For full view of the layout, garments were removed from speed-rail and moved to the right.) Right: Looking toward the front of the plant from inside the cleaning room. (Check-out area in the rear, to the right)

From Scratch to \$1,500 Weekly ...

. . . cleaning volume in five years, in your present building, isn't bad

By LOU BELLEW

CHRIS MUELLER and his son, August, operating the Model Laundry & Cleaners in Davenport, Iowa, have facts and figures to show that a drycleaning department is a logical companion service for a laundry. In less than five years their drycleaning sales have steadily increased until they account for nearly 40 percent of total sales, and are still climbing.

Model has always enjoyed a better than average

over-the-counter laundry business due to its enviable location in the downtown business district of Davenport. In 1947 it was decided to add a drycleaning service. A small synthetic unit was installed along with other equipment in a 20 x 30-foot corner of the finishing department of the laundry. Since then sales have exceeded all expectations.

As business in the drycleaning department increased,



Finishing equipment (except steam-air finisher and ironing board) are concentrated in this section. Repair lady's table is in center background

Are you getting MAXIMUM

PROFITS

from your Storage Vault?

Fur storage and fur cleaning are only two of the big profit potentials in a vault installation. You can get more business from your present customers... and attract new customers... by offering a complete fur service in your own plant! Get your share of the profits waiting for you in fur repair... remodeling... merchandising. You can build up a good volume in any or all of these potential markets... with the help of

THE FUR BOOK

A Practical Guide to
Fur Garment Making, Maintenance,
Repairing and Remodeling

BY DAVID G. KAPLAN

Fur Editor, The NATIONAL CLEANER & DYER

Outstanding teacher-furrier-consultant

Everything you need to know about handling furs: Cleaning, glazing and dyeing . . . how to do repairs and remodeling . . . how to make fur accessories . . . types of furs and how to handle each . . . how to solve fur problems. All clearly explained by the leading instructor in the fur field—with about 200 helpful diagrams and photographs. PLUS a table of estimated costs and a section on building a fur business or department.

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FOR ONLY \$7

\$7⁵⁰

and now

for a complete guide to storage vault instal-

lation and operation—

Free!

With every copy of

THE FUR BOOK— STORAGE FOR THE DRYCLEANER

18-page reprint of NATIONAL CLEANER & DYER

series includes:

building for low insurance rate; fumigation, temperature, humidity; layout, identification, records; inspection — receipt and delivery; how to figure costs and profits; storage selling and promotion.

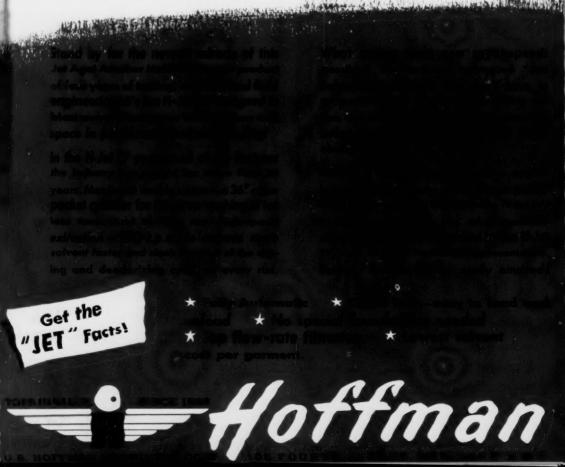
304 East 45th Street New York 17, N.	et	
Gentlemen:	CHECK	MONEY ORDER
		a paid) of THE FUR BOOM
STORAGE FOR TH	E DRYCLEANER.	
	E DRYCLEANER.	
STORAGE FOR TH	E DRYCLEANER.	
STORAGE FOR TH	DRYCLEANER.	

here comes the

A New Super-Saving Synthetic Unit with



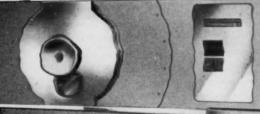
- SUPER SPEED 36" OPEN POCKET FOR BETTER WASHING ACTION
- SUPER SPEED 700 R.P.M. EXTRACTION FOR FASTER DRYING, GREATER SOLVENT RECOVERY
- SUPER SPEED OPEN-END CYLINDER THAT BALANCES ITSELF
- SUPER SPEED DRYING AND DEODORIZING FOR LOWEST SOLVENT COST



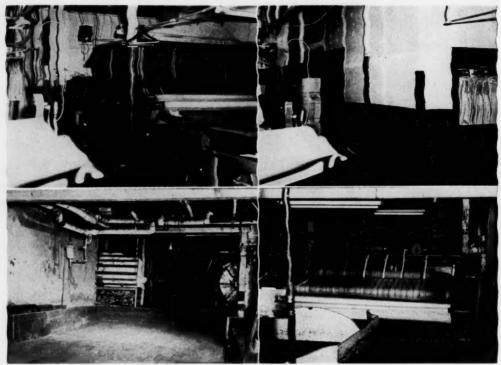
HOFFMAN







HOFFMAN



When extra storage space for finished cleaning and laundry was needed, the flatwark ironer had to be moved. Upper left: the ironer in its former location. Upper right: enlarged storage area occupying the ironer's old sile. Above left: space prepared for the ironer in the basement. Above right: the ironer set up and ready to operate in its new location

the need for storage space for the finished garments became so acute that something had to "give." Model was cramped enough just handling normal laundry volume. The flatwork ironer, at the front of the room, behind the call office, was moved to the basement along-side the washing equipment, and the call office partitions were extended to include this extra 16 x 27-foot space for finished cleaning and laundry orders.

Now increased to 20 x 56-feet, the cleaning department has done as high as \$2,230 a week, with average volume based on a 52-week year, at \$1,522.

One outstanding feature of the department is the compactness of the layout of equipment, especially in the cleaning department where not an inch of floor space is wasted. There are nine employees and the superintendent, Dude Poffinbarger, who fills in during vacation periods but is not a "working" employee. Even so the productive payroll for the year is 26.81 percent. This would be considerably lower if the superintendent was a regular production employee, as is the case in many plants with lower percentages. The advantage of this arrangement, which provides closer supervision, is felt to be in the excellent quality of the work turned

out, and in the general efficiency of the operation.

Chris and August are aware of the value of the overthe-counter business, and they closely follow the AIL
bulletins. In view of the national average for delivery
and commission costs of 10.94 percent of sales in laundry-cleaning operations, Model doesn't do too badly
with a percentage of 6.13 percent. Store salaries are

3.96 percent of sales, a little higher than the national average of 3.8 percent. However, Model still is 4.65 percent ahead of the national average for store salaries, delivery and commissions.

The Muellers are in the midst of plans to reduce the cost of routes altogether with the erection of another plant in the Davenport area to be operated on a strictly cash-and-carry basis. Care has been taken in choosing the new plant site, with an eye towards parking convenience for the customer. The present Model plant store has more over-the-counter drycleaning than the three routes bring in, even though there is a parking meter problem in front of the plant and no drive-in facilities. Routes account for the major part of the laundry volume. It is anticipated that the new drive-in plant will serve to bring in laundry bundles in nearly the same proportion as cleaning bundles. This has proved to be the case in many other exclusively "drive-in" plants around the country.

Proof that the drycleaning department has been a profitable venture is best illustrated by comparing the costs of operation of both the laundry and cleaning departments. For one thing, the cleaning volume of over \$1,500 a week is done in less than one-fourth the floor space occupied by the laundry which averages around \$2,500 a week. Productive labor costs in drycleaning average 26.81 percent of sales; productive labor for the laundry averages 32.14 percent of sales. Cleaning department supplies average 10.36 percent of sales, laundry supplies, 10.02 percent. (Continued on page 67)



(His business paper . . . of course)*

To shoot par in business these days, you've got to follow through on your business reading. There's no other way to get facts fast . . . keep a sensitive finger on trends . . . know what's new and what's coming. That's why the Best Informed Men in your Field really read their business paper—cover to cover.

It's a fact. Without your business paper, you're playing a tougher course, the going made rough by rugged competition, changing regulations, new products and materials that seem to sprout up overnight! But with this business paper of yours, you have a clear perspective on your whole field ... editors scouting for ideas and infor-

mation, sifting facts and interpreting them ... advertisers reporting new products and techniques. There's no other place where you can get so much help for so little. Make it a rule to read every issue—thoroughly. It will keep you one of the Best Informed Men in your Field.

The business paper in your hand has a plus for you, because it's a member of the Associated Business Publications. This means it is a paid-circulation paper which must earn its readership by the quality of its editing. It is one of a leadership group of business papers that work together... in editorial conferences and many a study and service project... to add new values, new usefulness, new ways to make the time you give to your business paper still more profitable time.

STARCHROOM' LAUNDRY JOURNAL

AND

YOUR CUSTOMERS ARE OURS, TOO!

Make and Hold More with

13-23

Removes:

- SHELLAC .
- PAINT . TAR .
- ROAD OIL .
- LIPSTICK .
- GREASE .
- FINGERNAIL
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THE SPOTTER THAT KEEPS YOUR CLEANING REPUTATION Gnatless

- The better your customer relations are, the
- strongly recommend it is to you for those diffi-
- Not only will it do a botter job for you, but it's
- nique in required. He spetting tob will lick
- and is equally effective both to wetchemine
- ting board. Yee, Re will help you teep you
 - spotting reputation spotters and make and
- long way, so We mighty economical! Pu

THERE'S A CALED PRODUCT FOR EVERY DRYCLEANING NEED



PRODUCTS CO., Inc.
BRENTWOOD MARYLAND

(Continued from page 64)

Model has tried just about every type of advertising, and likes them all. Television, they believe, is the best of all, although the cost is prohibitive. Advertising stresses both cleaning and laundering, and advertising costs are roughly equal.

Anniversary Campaign

Only recently the Model celebrated its 50th year of operation in Davenport. (The plant, still operating under the original name, has changed hands many times.) The occasion was seized upon for a 13-week advertising eampaign. From out of the past a picture of the first delivery truck to han! Model Laundry bundles in the area was located and soon graced all the advertising copy. A special "Golden Jubilee" stamp was made up and every ticket, statement and anything else that would take ink, sported this special stamp. Office personnel and routemen wore big "Golden Jubilee" buttons to help remind everyone of the different weekly specials run during this period. Truck posters, radio, newspapers, direct mail and attractive front office windows tind in with the gelebration of the event.

windows tied in with the celebration of the event.

For the first time in Davenport history a laundry took an entire page to "kiek off" the event in a local newspaper. Each week the customers were "tipped off" to what the next week's special would be so they could save up that type service for the routemen. Results have



Model owners and operators, August (son) and Chris Mueller

been exceedingly gratifying, although the campaign has only been over a short time, and the results have not been fully ascertained since the momentum of the campaign will carry along for quite a while.

Model long has had an enviable reputation in regard to personnel relations within its plant. In fact, there's one national average established by the AIL surveys that Model regularly falls far short of equaling. For plants with a volume of \$4,000 to \$5,000, money spent on personnel relations and welfare averages .76 percent of sales. Model tries hard, but can't (or won't) get it below 1.88 percent.

Max Blau of Palm Cleaners, Orlando, Fla., has avoided wrinkles in his work and cut finishing costs by attaching a revolution counter (tachometer) to his extractor that shows the number of revolutions per minute the extractor is turning. It is Max's contention that no-body ever knows how complete his extraction is because variations in the weight of the load cause considerable variation in the length of time that it takes an extractor to get up to full speed.

speed.
Therefore, he tells his cleaner to let his silks run until his particular extractor hits 1,000 r.p.m.—then cut it off. Wools are permitted to go up to 1,100 r.p.m., and then cut off.

Max says he may lose a small amount of solvent but he gets by without any extractor wrinkles. He says, moreover, that he can tell immediately when the cleaner has neglected to shut the extractor off at the stated r.p.m. because wrinkles immediately show up in the garments.



Revolution counter determines length of extractor run

Engineering Section

Power Plant Modernized in Northwest

By JOSEPH C. McCABE,

Engineering Editor

OUT IN SEATTLE, Wash., the American Linen Supply Co., recently rebuilt its boiler room, and rearranged, enlarged and renovated most of its depart-ments. The plant employs about 230 employees.

Behind this modernization program are a number of interesting engineering tips. The chief aim was to make every operation either entirely automatic or as free from duplication of effort as possible.

The biggest job they had to tackle was the boiler room. Questions like what will future steam demands be, should we supplement what we have or build new. what size and type of equipment, what fuel, how much in the way of controls, had to be answered.

The old original boiler was a 1,500-sq. ft. return



	S	team Consumpti	Consumption, Ibs. per hr.	
No.	Equipment	Each unit	Total	
9	36 x 30 tumblers	130	1.170	
1	42 x 90 tumbler	480	480	
26	Pony presses	15	390	
54	Combination bosom-body presses	50	2,600	
1	Shirt unit	130	130	
2	30 x 120 in., 2-cylinder flatwork iro	ners 500	1,000	
3	6 roll x 120 in. flatwork ironers	350	350	
	Starch cookers	30	90	
1	Stocking form	1.5	15	
2	Puff-sleeve forms	15	30	
1	Mixing jet	30	30	
	Direct steam in washroom	Assumed	385	
1	Building heating and line losses 15,000 gal. per hour hot-water her	ater	330	
	from reclaimer to 180 degree F.		10,000	
	Total steam consumption		17 000	

Compiled from information obtained from Special Report No. 146, The Determination of Laundry Power-Plant Requirements, American Institute of Loundering

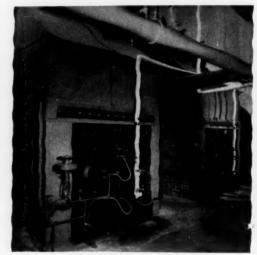


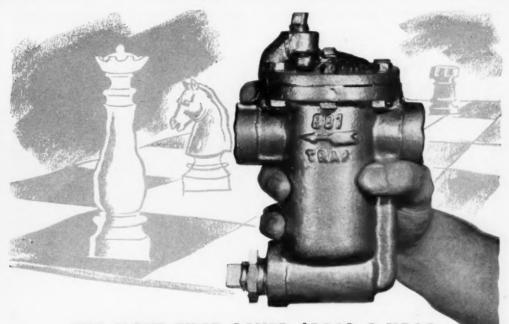
Fig. 1. American's new boilers can deliver steam at 250 psi.

tubular design. Then came a 750-sq. ft. scotch marine. Both had fired hogged fuel (wood refuse) a very common fuel through the Seattle and Northwest areas. But they had close to 20 years of tough service behind them and besides were located in a place that could be made to do other important duty under the scheme of full automatic operation.

Steam Decisions: It certainly looked like new boilers were in order. And to be sure of the size the compiled data of the American Institute of Laundering, Table I, was put to use. The estimate showed an average steam demand of about 17,000 lbs. per hr. The best way to handle this load seemed to be two modern, steel-encased, high efficiency boilers, Fig. 1, each large enough (19,500 lb. per hr.) to carry present as well as some future added load. That way a boiler could be shut down for maintenance without upsetting laundry output.

Right here you'll find another interesting engineering twist. Instead of picking a boiler built to deliver steam at the desired pressure, 135 psi., this laundry went to a 250 psi. design. They reasoned that the small increase in capital investment would pay off if they (1) decided to generate their own power at some later date, (2) found that improvements in laundry operations were possible at higher pressure levels, and (3) ever planned to sell the boilers because resale value would be much greater.

Fuel Choice: Wartime fuel shortages really pinched in the Northwest and their memories die hard. Accordingly, foundations for the boilers were provided with ashpits so the plant could fire the hogged fuel available in the area. But for lower first cost and operating labor, oil held first preference. So the ashpits were



THE MOVE THAT SAVED \$1440 A YEAR

Armstrong traps pay for themselves 19 times over in first year-

at Morgens-Scott Cleaning Co., St. Louis, Mo.



Mr. Morgens, of Morgens-Scott says: "We have been using Armstrongs for years offer finding that the repair and maintenance cost is much lower than on other traps. Poor leaky traps can really blow money down the drain by wasting coal. We also found that replacing leaky traps put our boiler back to where it could keep up with the load demanded of ir."

THE simple, inexpensive move consisted solely of installing 12 Armstrong Steam Traps costing approximately \$74 on various steam consuming units. Partial results: fuel costs dropped from \$350 to \$230 a month—a neat yearly saving of \$1440! Here's how it happened:

Old traps were leaking steam. They were replaced with Armstrongs which do not leak steam for this very good reason: Armstrong trap mechanisms for laundry and dry cleaning service are identical in design, materials and workmanship to those used in Armstrongs for pressures to 950 lbs., lemperatures to 900° F. On your service, you KNOW they'll last a long time. There are many other differences in an Armstrong, but this one pays off in absolute dependability with a minimum of maintenance.

Moral of the story:

Check the traps you are now using! Replacing faulty traps with Armstrongs can reap big dividends.



You always get more out of equipment when you use Armstrong "Unit Trapping"



TRAPPING FOR PROFIT

This bulletin shows you how correct trapping practice can save you money. It gives complete recommendations on sizes of Armstrongs for most makes of equipment. Ask for free copy of Bulletin 1931.

ARMSTRONG STEAM TRAPS

When writing to advertisers please mention STARCHROOM LAUNDRY JOURNAL

NICHOLSON TRAPS

SAVE 4580 LBS. OF STEAM PER CYCLE

stitution of Nicholson traps for a mechanical type resulted in a cyclic saving per dryer of 550 gallons of condensate, or 4580 lbs. of steam, Because they operate on lowest temperature differential and have 2 to 6 times average drainage capacity, Nicholson traps effect higher and more even temperatures. This is enabling many operators to save substantially in heat-up time of ironers, presses, dryers and water heaters.



CHOLSON



180 Wilson Ave.



Fig. 2. Each press in the plant is individually trapped

filled with sand and an air cooled furnace floor put in to handle oil. To date the decision has worked out beautifully and now, with the Alberta oil boom in Canada, this move seems certain to pay off for a long time

Condensate Handling: With a steam load of American's size, you'd expect that they would take every step to conserve all possible heat. And they do. They employ over 200 traps, for example. The pressroom, Fig. 2, with 100 presses has a trap on each one, Fig. 3.

Reports indicate top performance in the job of getting

out the condensate and keeping the working surfaces hot. Equipment includes four eight-roll flatwork ironers. The company uses a small trap to drain the steam header, and a larger one for the ironer roll itself, Fig. 4. This second, larger trap has a bigger job to do since it has to get rid of considerable air as well as remove condensate.

This in itself is a point that can be driven home



Fig. 3. Closeup of trap installation on one press unit

East Stroudsburg, Penna.



Fig. 4. Large trap is used to drain roll

again and again. Never forget that removal of air from steam-using equipment is as vital a job as that of removing condensate. And this holds especially true for any start-stop process because air leakage is greater. So in ordering traps be certain to check on air-relieving capacities.

Heat Reclaiming: All condensate and flash steam are routed to a system of heat exchangers located in the laundry basement. The job of these heat exchangers is to heat incoming water. They do an excellent job, bringing it up to 165° F. Desired temperature is 180° F. so that only 15 degrees need be added from live steam. This live steam exters the firmt heat archives the strain best archives.

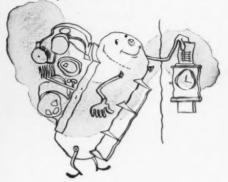
This live steam enters the final heat exchanger at 100 psi. The pressure in the trap return lines from all the equipment varies from five to 20 psi. as the load varies.

After the condensate leaves this heat exchanger it goes to a vented receiver tank which it enters at a temperature around 160° F. This reduced condensate temperature permits the boiler feed pump to handle it adequately. It must be remembered that one problem in directing condensate to boiler feed pumps is this one of temperature. In any pump employing suction, that is, sucking the water into the pump's working parts, this suction reduces the pressure on the incoming water to some extent.

If this reduction in pressure occurs with a hot water close to the boiling temperature the new pressure level may be at a point where the water will flash to steam. It just has too much heat content at this low pressure to stay as water. When this happens enough of the water will flash to steam to bring down the temperature of the remainder to a point that is stable for the new pressure. In a closed pump this flash steam has no place to go but into the pump. Once there it resists movement and finally condenses with a collapsing action, and loud bangs develop in the pump. This action of a collapsing vapor within a pump casing has come to be known as cavitation and, as you'd expect, raises hoo in the way of shocks and vibrations to pumps and connected piping.

(Continued on page 72)

compressors will have to work overtime, too!



With production spiraling, your compressors are faced with an even bigger task. So, if you want faster, steadier production from important air-operated equipment, make sure your compressors are equal to the job. Look at the two big operating advantages Ingersoll-Rand Type 30 Compressors provide:

- 1. Maximum air power at lowest cost.
- 2. Long service life with minimum maintenance.

I.R Type 30 Compressors have proved on many jobs that they actually deliver a greater volume of compressed air per horsepower input. The design features I.R builds into these compressors also result in a unit that is always ready to go into action and stay on the job with minimum maintenance.

The only way to discover what I-R Type 30 Compressors can do, is to actually put them to the test. Let the results speak for themselves. For full engineering details, contact your nearest I-R distributor or write direct to Ingersoll-Rand Company, 11 Broadway, New York 4, New York.



Available for industrial pressures of 100 or 200 pounds with pressures of 250 pounds on intermittent service.



IF IT'S COST REDUCTION AND INCREASED PROFIT— YOU ARE LOOKING FOR— WHY NOT

Investigate BREADY HEAT RECLAMATION and the BREADY ENGINEERING

that Goes With It.

Cuts Hot Water Heating Costs in Half
—Reduces Boiler Load and Fuel Costs

in Proportion



BREADY ENGINEERING CORPORATION 3103 N. 27th St., Milwanhae 11, Wisconsin



(Continued from page 71)

The spent or waste washwater is also connected into the heat reclaimer system and gives up most of its heat before dumping to waste. The combination of reclaimer and well trapped returns are claimed to save the equivalent of 65 bph, (2,600 lbs, of steam per hr.).

Laundry Aids: Over and above the steam and condensate system there is ample evidence of farsighted planning. You'll notice in Fig. 2 that an overhead conveyor system in the pressroom permits each operator to hang finished pieces on the conveyor for removal.

It employs a covered, continuous cable or "rope" looped around a train or two rows of pulleys. The top row has the cable run alternately over the top of one pulley and under the next. This provides the necessary tension to prevent slippage. The bottom row of pulleys is mounted above a special trough. Finished pieces placed on wire hangers connect to the moving cable at the lower pulley level and on the away side of the trough. A connecting link, not shown, is a specially designed hook, somewhat like an S-hook, that wraps around the cable and loops up over the trough side where the wire hanger can be hooked. The trough, then, serves to steady the suspended piece on its trip down the conveyor to a collecting station.

Laundry Group Holds Train Session Enroute to A.I.L.



lowa and Illinois launderers holding their business meeting on an airconditioned car of the Rock Island's "Des Moines Rocket," white enroute to Joliet. Robert Stevenson, secretary of the lowa Institute of Laundering, is pictured reading a business report, as Kenneth Kowalski, association president, looks on

Thirty-four Iowa and Illinois laundryowners, plus representatives of laundry equipment and supply manufacturers, may have recently discovered a new back-drop for moderate size business meetings.

They met in a private car of a train enroute to Joliet, Illinois, national headquarters of the American Institute of Laundering, and reported excellent results. It is believed this is the first time any commercial laundry industry group ever attempted a formal meeting on a moving train. The event, they indicated, had two distinct advantages;

It helped relieve the monotony of a long train ride and enabled them to sandwich a necessary business discussion into an already crowded day.

The 16-hour, 636 mile round trip from Des Moines, Iowa, was arranged by Robert Stevenson, secretary, Iowa Institute of Laundering. The visitors spent five hours at the AIL headquarters inspecting the industry's model plant and in meeting with Institute personnel.

The group was the first state laundryowner delegation to visit A1L this year. In 1951, four state and city industry delegations made tours to the Institute.



Students attending short courses learn proper techniques while working with standard laundry equipment. The Institute's student laundry and the newly modernized commercial laundry department will be used as classrooms for the forthcoming sessions.

(Continued from page 58)

short courses. He said each course is tailored to benefit all levels of employees working in laundry jobs, especially those needing additional training, and will concentrate on day to day operating problems.

centrate on day to day operating problems. Dates and titles for the Fall term short courses are:
Sept. 15 to 19, laundry production methods; Sept. 22
to 26, washroom practice; Oct. 20 to 24, laundry salesmanship; Oct. 27 to 31, sales management and advertising; Nov. 10 to 14, accounting; Nov. 17 to 21, office

Mr. Lanham pointed out that the schedule has been arranged so that related subjects follow one another. This has been done to enable a student to enroll in one or both courses.

Tuition for each one-week course is \$80. Five percent of the fee is deductible if the tuition check accompanies the application. Cost for two consecutive courses is \$150, less 5 percent if the tuition accompanies the enrollment application.

During the laundry production course students will investigate work simplification methods, work flow, production records, quality standards and supervision, Subject matter will deal with the traditional who, what, where, why and how of efficient production. Methods to achieve consistent quantity and quality output, handling of all types of service and plant layout, also will be studied.

All production operations will be analyzed by spe-



All instructors document their discussions through practical demonstra-

FOR HARD SERVICE

Use SARCO inverted bucket STEAM TRAPS

Simplest construction; minimum maintenance cost; largest capacity; longest life. Since 1936 furnished with built-in strainer in all sizes, 1/4" to 2". Pressures to 900 psi. Catalog 351

On Laundry Presses

524

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A Boiler WITH ECONOMY

Users of self-contained, compact Leffel boilers report fuel savings of from 20 to 40 percent. 17 sizes, 6 to 250 actual horse-power, Sturdy construction permits substantial averloading with safety. Designed to burn COAI, GAS or OII; easily converted from one fuel to another. There is an efficient Leffel Scalch type boiler, easy to install, ready to go fo work in your laundry plant... stedy

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cific departments—identification, flatwork, wearing apparel, tumbling, shirts, specialties and washroom.

The washroom course will concentrate on a study of the manufacture and classification of textile fibers. The mechanics of washing, extraction, treatment of water and sewage d*posal will be investigated. The course will be rounded out with lectures on washroom supplies, and detergency theories. The sales management course is built around the duties and responsibilities of the person whose job is to sell the bundle.

Instruction will center on analysis of routeman selection, his training and compensation, zoning, priority scheduling, sales contests, budgets, claims, adjustments, truck maintenance, telephone selling and proper meeting techniques.

Advertising courses will stress planning, market re-

search, the values of direct mail, newspaper, radio and television media. The mechanics of advertising layout, copy, production and campaigns will undergo thorough discussion.

The accounting course is designed to review the account classifications, concentrating discussions on entries that should or should not be made in specific accounts

Students of the office methods course will learn how to handle payrolls, ledger customers and sales recordings. There will be reports on the performance of all types of office equipment.

types of office equipment.

Mr. Lanham said enrollments for each of the one-week courses will be limited to 32 students. He said this is in keeping with an established AIL policy to insure maximum personal instruction for each student.

Foreign Launderers Visit A.I.L.

FOREIGN LAUNDRYOWNERS find American laundries a gold mine of information and inspiration. Consider the visits to the United States of two groups, one from Belgium, the other from Brazil.

The aggressiveness of U. S. launderers, equipment manufacturers and suppliers, in contrast to traditional European caution, is a source of amazement to a Belgian woman, who is president of the firm of Blanchisserie La Neigeuse, in Droogenbosch, Brussels.

A recent visitor of the American Institute of Laundering, Madame Hughes Beyerman revealed to AIL officials that she was highly impressed with the great strides of progress so apparent in the industry on her tour of U. S. laundries and laundry machinery and supply forms.

Madame Beyerman stated that much of her equipment, which processes about 175,000 pounds of clothes per week, is not antiquated. But that's because she has been able to buy regularly from American manufacturers and suppliers. Her plant has been a member of the Institute since 1946. She became president three years ago when her husband died.

Accompanying Madame Beyerman on her extensive tour of the United States in quest of the latest in laundering methods are Ferdinand Olivier, her technical manager, and Armand Dulait, a board of directors

The trio traveled by boat from Brussels, arriving in New York on June 3. They visited numerous Eastern laundries and manufacturers of laundry machinery before arriving in Joliet. They expect to stop off in Chicago, Cincinnati, Washington and Philadelphia before sailing from New York for Brussels.

Problems in Rio

In another part of the world spares—both human and mechanical—are costly headaches in the operation of a laundry in Rio de Janeiro.

According to Augusto Ferrao Dia Teixeira and Joaquim de Oliveira Silva, recent Brazilian visitors at the AIL, rampant thievery and a national law contribute to the South American launderer's dilemma.

An extra routeman, they revealed, is essential on every truck to protect the contents and vehicle against thievery. Stealing, the visitors said, is prevalent in certain sections of Rio.

In Brazil a laundryowner may be forced to carry extra employees on his payroll, the visitors stated. South American law compels employers to support an individual once he is hired unless he quits of his own accord. If a man is fired, his salary continues.

Launderers must also keep additional equipment on hand for replacement purposes, the visitors said. Spare parts for machinery cannot be secured without an import permit.

The South Americans operate the largest laundry in Rio, handling 35 tons of work daily. During their three-day stay at AIL they held numerous conferences with production and engineering staffmen.



Automatic laundry production equipment captured the attention of two Brazilian laundryowners during their recent tour of All's commercial laundry department. Shown, left to right, watching an operator package a bundle at an automatic wrapping table, are: Augusto Ferrac Dia Teixeira, Joaquim de Oliveira Silva, both of Rio de Janeira, Brazil, and Marry Osman, All membership service department



Latest model in men's shirt sleeve finishing equipment is viewed by Belgian visitors at All. Left to right: Harry Osman, Institute staff member; Ferdinand Olivier, technical manager of the firm of Blanchisserie La Neigeuse in Brussels; Madame Hughes Beyerman, president of the Belgian laundry; Harold Carlson, American Laundry Machinery Company; and Armand Dulait, board member of the Belgian concern

Save with these two popular WERK soaps

for fast doubly-thorough washing action...

LT-60

For Heavy Soil

Triple-built first suds soap [
gives faster—longer lasting
suds. Economical to use.

Goes Farther, Economical

Uniform throughout for highest rate of soil removal. Blended Red Oil, low temperature soap. HYTEXAL

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A complete soap product wady to use. Balanced WERKRITE base with complex alkalies. Greater rinsibility, granular form.

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NEW PRODUCTS LITER ATURE

Carousel Counterflow Laundry Unit Offered by New Firm



Kurt Orban Co., Inc., imports of machine tools and other industrial equipment, announce the activation of the International Laundry Equipment Division for the purpose of distributing laundry machinery of foreign manufacture in the United States, First piece of equipment to be offered by the new organization is the carousel counterflow laundry unit made by Gebr. Poensgen of Duessel-dorf-Rath, Germany, manufacturers of laundry and drycleaning equipment for over 100 vears.

The carousel counterflow unit utilizes a washing process entirely new to American laundries which, according to the manufacturer, can result in a saving of 75 percent in water consumption, 80 percent in fuel costs for generating hot water and a reduction in labor costs of 50 percent in the average washroom. Each unit consists of 10 open-end washers of equal capacity mounted on steel cast-ers in a circle facing outward, as if on a rotating platform. It is driven by two electric motors. The washman stands at one fixed station for loading and unloading the washers as they are brought to him on the carousel. The entire washing process is automatic and the clockwise rotation of the unit is

controlled by an electric gear which moves the washers from one station to another at a preselected interval of time at each station from one to 10 minutes. Starting with the break each successive operation in the washing evele is accomplished at the following station.

A continuous supply of water tap temperature is fed into the washer at the final rinsing station. This water is pumped from one machine to th a counterclockwise direction. As the water flows it is warmed by the hot fabrics coming from the opposite direction. Steam is only fed to the hot rinsing or final washing steps. As no hot or warm water leaves the unit all heat is utilized in the washing process to a much greater degree than heretofore possible. The water is gradually from tap temperature to 194 degrees F. and lowered to 86 degrees F. at the continuous discharge station

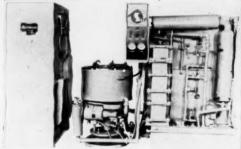
According to the manufac-turer the new system offers the following advantages over conventional methods of laundering. The process is fully automatic with the water, the steam for heating it to the peak temperature of the prescribed formula, and all operating supplies mechanically and automatically introduced into the system when required. As the tap water admitted on the last rinse flow back through the rinsing phases of the formula, the heat of the clothing in the washers which have been moving in a clockwise direction from the point where the live steam was admitted assists in warming the water to almost 140 degrees F. thus decreasing the amount of fuel required for heating water by approximately 80 percent. By flowing the water through nine phases of the washing process in nine machines, water consumption and water softening capacities are reduced by approximately 75 percent. The continuous flow keeps the liquid suds working back through the several suds phases to the break phase by which time the soap has been utilized to almost 100 percent of its soil suspending capabilities before it is dumped down the drain. Because a continuous liquid level is maintained in all washers at all times, "pounding" or mechanical action that occurs while a washer is being drained and re-

filled is thereby eliminated.

Carousel counterflow are available in individual washer capacities of 33, 44, 66, 88 and 110 pounds, dry weight. Since introduction of the first unit in Germany, in 1949, installations have been made in commercial laundries in that country as well as France, Holland and Switzerland, Units are now being used in two laundries operated by the Quartermaster Corps of the U. S. Army in Germany with other installations planned. It is reported that all of these installations have met the rigorous requirements of two- and three-shift daily operations.

Complete descriptive literature is available to interested laundrymen from Kurt Orban Co., Inc., 205 E. 42nd St., New York 17, N. Y. The International Laundry Equipment Division is managed by James L. Griffith, a former New England drycleaner, who has recently returned to this country following 10 years association with laundry and drycleaning activities in Europe.

Sec Cleaning Unit



Sec-O-Matic Corporation has this new model is its purificaannounced a new addition to their line of synthetic drycleaning units, Model AHR-X.

The new unit includes washer, extractor, deodorizer, filter, still, condenser, etc., and fea-tures Sec's exclusive turbulent washing action in which garments are completely immersed at all times, thereby cleaning in one half the ordinary time required, it is claimed.

Among the many features of

tion system which minimizes redeposition. The manufacturer states that because of its greater filtering area and packless filter pump it is possible to run from two to three times as many loads before filter change is necessary.

Complete details and prices may be had by writing to Sec-O-Matic Corporation, 56 La France Avenue, Bloomfield,

New Bleach Developed by Mathieson

A new laundry bleach which tests in commercial laundries is added directly to the washer and by a national testing orin dry form and which is said to eliminate costly equipment and labor has been announced poration, Baltimore 3, Md.

The new product, a dry hypochlorite compound, is call-

ganization indicate that the new product gives excellent whiteness with minimum tensile

Application of the dry hypochlorite bleach does not materially change the laundry cycle. ed Ad-Dri Bleach, Thorough The break and suds opera-

"BIGMOUTH" Performance Produced its Popularity!

You, the usefficient per bler is more The addition yet does not weight with . . . is read because the tightly come to keep up to the conditioners must have a door to cover the cone opening. This counterbalanced door opens up-

NOW HEAT CONDITIONING

You, the user, have proved that the "Bigmouth" Tumbler is an efficient performer. And now the 72" Purkett "Bigmouth" Tumbler is more profitable than ever because of heat conditioning! The addition of heat produces warmer, mellower, fluffler goods, yet does not dry them. The pieces straighten out by their own weight without hand shaking. Flatwork is much easier to handle . . . is ready for the ironer as it is unloaded from the tumbler, because the mechanical action of the tumbler breaks up the tightly compressed cakes. The 72" "Bigmouth" has the capacity to keep up to four flatwork ironers busy.



The 72" Purkett "Bigmouth" Tumbler holds one-half load of a 54" removable basket type extractor in its tumbling cylinder and the other half in its big conveyor loader. The tumbling cylinder swings low on the

loading side and high on the unloading side. The 72" tumbler has an enormous capacity and reverses automatically. It unloads without choking and loads and unloads non-stop.

NEW 48" "BIGMOUTH"

Keep any one flatwork ironer busy to capacity with the 48" "Bigmouth" Tumbler. As in the 72" "Bigmouth," the addition of heat to the "48" produces warm, mellow goods, making mechanically tumbled flatwork even better conditioned than hand shaken flatwork and eliminates many unnecessary movements. The 48" "Bigmouth" has a 32" cone opening and holds up to 60 lbs. of small pieces—45 lbs. of sheets. It unloads a maximum capacity of sheets without twisting or choking. When you speed up the general operation of your laundry and save labor at the same time, you have a piece of equipment that is a major factor in enabling you to show a profit in these times of high operating costs.

For complete details and specifications of both models 48 and 72, write to any major laundry machinery manufacturer or . . .



JOPLIN, MO.





simply added to the washer with liquid bleach carboys. in the second rinse instead of A uniform granular mater

tions, as well as the blue, sour measuring, weighing and mixing and starch operations, remain dry and liquid components as the same both in time and well as all handling, breakage temperature. The dry bleach is and storage problems associated

A uniform granular material. the last suds as is customary Ad-Dri Bleach is free flowing with liquid bleaches. and readily soluble in water.
Laundry plants using the new It is packed in 100 and 200 product will no longer have to pound fibreboard leverpak constock soda ash or bother with tainers, each of which is pro-tanks, crocks or stirring de-vided with a plastic cup calivices, it is stated. The product brated to furnish the correct is said to eliminate costly labor amount for laundry loads of and supervision employed in 25 to 400 pounds.

New Drycleaning Detergent

detergent for the strong soap filter powders without pressur system or charged system of or other filtration difficulties.

with Magnesol, D-C Filtrol, rinated solvents.

Ree-Tex, a new drycleaning Hyflo, Speedplus and other

cleaning, is announced by Riverside also advises having erside Mfg. Co., St. Louis. a test kit for determining Riverside Mg. Co., St. Louis. a test kit for determining Riverside says that Ree-Tex strength of the detergent soluis a perfected product for the tion and the product is usable strong soap system which works with either petroleum or chlo-

Troy Announces New Automatic Washer



The most truly automatic There are no formula rolls to washer is the new Troy Full- cut, nor plates to change, bematic, according to Clifton W. cause all settings are simply Johnson, sales manager, Troy made on the Fullmatic con-Laundry Machinery Division, trol panel. After the operator American Machine & Metals, has selected the desired for-Inc., East Moline, Ill. Mr. mula he merely pushes the Johnson states that the Full "run" button on the control matic permits greater control panel. The remainder of the over washing quality and un- washing operations are perlimited formula flexibility, formed by the washer auto-

pleted without refilling supply itself under actual laundry tanks. These tanks, which come plant conditions in different with the machine, can be in- parts of the country.

matically, including the addi- stalled adjacent to the washer tion of enough soap for the or in remote locations. The soil content of each bath.

Troy Fullmatic washer repre-Another exclusive Fullmatic sents 10 years of constant field feature, according to the man-research, engineering develop-ufacturer, is the fact that an ment and laboratory testing. In entire day's work can be com- addition, the washer has proved

New Pantex Hydro-Air Press in Production

The new Pantex hydro-air drycleaning press, which has been in process of development for several years and employs a new principle of operation by combining hydraulic and air pressure, is now available, according to Robert S Swain. executive vice-president. A wide range of buck shapes and sizes is being offered. The new press been tested with extensive field trials, and reports are said to be highly enthusiastic.

The hydro-air press was developed by Pantex as the re- press. sult of its long experience in air press manufacture, its lead-tures instant head closing with ership in the drycleaning equip- a working pressure booster, an ment field and its pioneering accomplishments in hydraulics.

eliminates leverage by replacing the leverage principle with a combined hydraulic and air buck steam control. tion, trim appearance and com- commented.

pact design are among other features of this new Pantex

The hydro-air press also feaoptional head lock for operators who prefer it, a variable pres-Pantex makes precision hy- sure valve to set working presdraulic products for industrial sure at any degree for classified and military use. garment runs, and a variable garment runs, and a variable The new press completely pressure indicator. The equipment includes toe tip vacuum and lock release and variable

"The enthusiastic demand for pressure unit. As a result the "The enthusiastic demand for new press is far quieter than the Pantex hydro-air press other equipment, operates with among those who have used it maximum ease and at the same or seen it confirms our own time permits faster operation belief that we have engiwith better pressing, Pantex neered and developed the fin-officials say. Correct contact est drycleaning press thus far officials say. Correct contact est drycleaning press thus far pressure, simplicity of opera-built," Vice-President Swain

Service Bulletin on Industrial Detergent

Make Industrial Work Come necessary. Clean "

It gives directions for the use Widener Bldg., Philadelphia.

The laundry and drycleaning of this detergent on greasy department of the Pennsylvania overalls, oily wipers and mop Salt Manufacturing Company towels. The formula prescribed has made available a new serv- requires only the use of Pensal ice bulletin entitled, "How to W; no additional supplies are

A copy of the bulletin may The bulletin explains the be obtained by writing to Pennways Pensal W works to result Chemicals, Laundry and move heavy soils and grease. Dry Cleaning Department, 1000

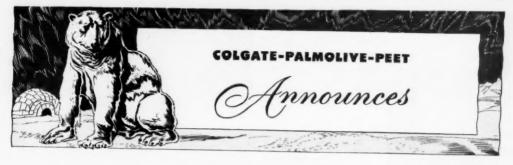
Thermometer Catalog Available

eter specifications catalog has ranges and accessories are listed been prepared by the Instru- in the booklet, with blue-print ment and Gauge Division of illustrations to show the varied The Electric Auto-Lite Com- types of installations.

Auto-Lite recording thermom-eters and gauges as well as The catalogs can be obtained dial indicating thermometers. free by writing to the Instru-

A new two-color thermom- Applications, chart ranges, dial

Instructions for ordering also The eight-page catalog de- are included in the catalog, scribes the complete line of which is the most complete one



A New Detergent

ARCTIC SYNTEX HD

An All-Purpose Detergent for All Laundering and Cleaning Jobs

HERE'S WHY YOU SHOULD USE ARCTIC SYNTEX HD:

- 1. Makes abundant suds. 2. Has high detergent efficiency.
- 3. Retains its full detergent effect in even hardest water.
- 4. Acts to disperse insoluble (lime) soap scums already formed.
- May be used in acid solutions. Often necessary to keep colors from bleeding.
- Contains Colgate's Laundry Brightener to make white work look whiter, colors brighter.
- 7. Does not promote felting or shrinking of woolens.
- s. Is a good wetting-out and penetrating agent.
- 9. Does not turn rancid and develop bad odors if left in fabrics.
- 10. Can be used to improve the "handle" of woolens previously washed with soap-type detergents.
- 11. Is effective in alkaline, acid or neutral solutions.

Order Today in 100-lb. drums.

Arctic Syntex HD is a new type of heavyduty detergent with new properties. A safe, speedy detergent, Arctic Syntex HD is ideal for all types of general laundry work. It can also be used with excellent results for general cleaning operations throughout the plant.

FOR BEST RESULTS ON ALL THESE LAUNDRY "SPECIALTY" JOBS USE ARCTIC SYNTEX HD

Woolens, Athletic Uniforms, Silks, Caps, Gowns and Habits, Synthetics, Curtains, Diapers, Tufted Chenille, Summer Suits and Slacks, Fugitive Colors.

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If you launder diapers, write for a FREE, SPECIAL BULLETIN telling why Arctic Syntex HD is the best detergent to use. Also directions-for-use booklet—Laundering, Wet Cleaning, Scouring, etc.

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Electric Auto-Lite Company, In Canada write to the Moto Toledo, Ohio, The form num- Meter Co., Ltd., Sarnia, Ont.

Low Maintenance Laundry Compressor



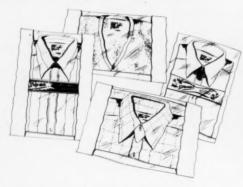
Repair costs on this laundry compressor have averaged less than \$.14 per year over a 161/2period of operation at days each week since 1935, culating pumps,

First repairs, amounted to \$22.90, were made in July,

Made by Ingersoll-Rand, the unit is a 17-year old Type 30 with a 1 hp., 1800 r.p.m. motor mounted on a 16" x 40" ASME receiver. It has constant speed on unloading with cut in set at 60 psi, and cut out at 70 psi.

Other Ingersoll-Rand equipment in popular use by hospitals includes non-lubricated compressors for use in bubbling ether, for aspirator cabinets, Bloxom Air Locks and instru-ment control; vacuum pumps the Nebraska Hospital for the for removal of body fluids and Tuberculous at Kearney. The blood; boiler feed, condensate compressor has operated 5½ return and general water cir-

Picture-Window Bags Offered by Time Savers



Time Savers, Inc. announces ine bags for dresses, tuxedos, and attractive and can be resport shirts and sweaters.

tection plus eye-appeal to laundered items, they are available glassine backs are available.

said to have a definite appeal complete line of "Picture for the average housewife since Window" cellophane and glass- they keep chest drawers neat used for storing small clothing Designed to give more pro- items during summer or winter

months. Further information may be in many sizes with either full obtained through local jobbers. cellophane or glassine fronts, or by writing Time Savers, Side panel bags with Kraft or Inc., 83-99 Walnut St., Montassine backs are available. clair, N. J., for samples and "Picture Window" bags are descriptive literature.

New Colgate Synthetic on the Market

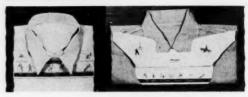
pany has announced the addition, the product is also recom-tion of a new synthetic determended for rug and upholstery gent, Arctic Syntex HD, to its cleaning. line of industrial products.

Arctic Syntex HD is a heavy to be ideal for laundering be obtained by writing to the blankets, spreads, fine fabrics Industrial Department of Colas well as white flatwork.

Colgate-Palmolive-Peet Com- cellent foamer, mild in its ac-

A folder and booklet, describing Arctic Syntex HD its duty synthetic detergent said properties and many uses, may gate-Palmolive-Peet Co., 105 Stable in hard water, an ex- Hudson St., Jersey City 2, N. J.

Sutherland Shirt Protectors



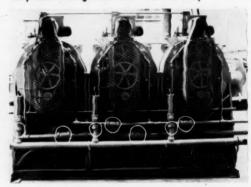
Formfit shirt protector, manuto prevent collar curling.

It adjusts itself to any size neckband from regular to dis- It eliminates the need of appearing type, and provides a bands and other special wraps, claims

Sutherland is also offering factured by The Sutherland the Wonderfold sport shirt pro-Paper Company, is a self sup- tector. The Wonderfold is said porting protector which is said to slip on easily and holds the collar in the proper fold whether open or buttoned.

firm, neat finished shirt without the maker states, and because need for stiffening board or of its extra width it avoids special wrapping, the maker pocket creases, thus producing a smartly turned-out shirt.

Compression Fittings Aid Mono-Wash Assembly



Rear view of a Hoffman Mono-Wash unit with Dresser fittings circled

of Dresser compression fittings, costs.

Integral factory piping con- These fittings utilize a specially tributes to the compactness compounded resilient gasket and ease of installation of the which provides permanent flex-Hoffman Mono-Wash unit, This ibility. Threading and cutting factory piping, which makes it of pipe to exact lengths is possible to deliver the units eliminated, and misalignment completely piped and wired for is accommodated. This imservice connections, is said to proved method of factory pip-be greatly simplified by use ing helps reduce installation

Wrapping Paper Printing Device



The Connolly Pul-Ad, an inexpensive device that prints plate

one of the most unique and versatile additions to the advertising field.

The unit mounts atop any oll paper dispenser and speedily prints any ad with immediate drying, waterproof dye that does not smudge, the maker claims. Pul-Ad is equally effective on any type of wrapping paper, plain or patterned.

A major feature is the specially designed rubber printing that can be promotional copy on wrapping quickly, filed away and replaced paper as it is used, is said to be with new promotional copy as

THE | MARK RECORD SHEET

is a great check against inaccurate marking. Records the marks used in all bundles; permits location of lot for all marks.

Used for years by hundreds of laundries

Prevents duplication of marks; Avoids mixup of garments; Aids and simplifies sorting; Used in any marking system; Precludes thievery.

PRICE per thousand.....\$7.50 5,000 or more, per thousand 6.50

SAMPLES FREE(All shipments C.O.D. unless check accompanies order.)

STARCHROOM LAUNDRY JOURNAL
304 EAST 45th STREET NEW YORK 17, N. Y.

frequently as may be desired, have made available Bulletin Heat transfer is said to be

Pul-Ad is said to be ideal for advertising various seasonal services, special sales, price changes, etc., and provides continuous, unbroken circulation, at the only point where the product, buyer and money meet, at a reader cost of approximately 55¢ per thousand. Pul-Ad is manufactured by J. J. Connolly, Inc., 457 W 40th St., New York City.

Boiler Literature

Orr & Sembower, Inc., Mor- in 16 sizes from 15 to 500 hp. gantown Road, Reading, Pa., for pressures up to 250 psi.

1218 dealing with the firm's line of Powermaster packaged boilers. These Powermaster units feature a horizontal fire-tube boiler as the basic component. High efficiency and economical operation are said to be assured by three-pass internal furnace construction. Voriflow burners for light and heavy oils and commercial gas fuel, as well as dual combination burners, modulate with uniformly high efficiency between 30 and 100 percent of full load rating.

Powermaster boilers are built

exceptionally high-4.5 to 5.0

The bulletin contains photographs and sectional views, specifications, and data tables, as well as general descriptions of these steam generators.

Cleaning Room Comic Book

The Butler Manufacturing Company has issued a new comic book, "The Case of the

leaning Room Robbery."
It tells the story of a cleaner who loses money and customers because there's something wrong with his distillation, and de-

scribes what happens when a cleaner thinks his solvent is

For a free copy, write to Public Information Depart-ment, Butler Manufacturing Company, 7400 East 13th Street. Kansas City 3E. Mo.

Plastic Store-hours Sign



Shaw & Slavsky, Inc., have announced the development of a new, changeable-copy, storehours display sign. Designed for use in any retail outlet, the all-plastic unit inches wide by 14 inches high, and is supplied with a chrome frame-and-stand of either the pedestal or clamp type, in

various heights as required.

The interchangeability features of the sign are of interest, Through arrangement of changeable plastic slides (which list the various week days), together with changeable plastic numerals, (to designate hours and minutes), a complete range of weekly hours can be displayed at one time, regardless of how hours may vary

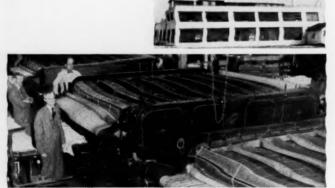
from day to day.
According to the company, changes in store-hours are easily posted, simply by inter-changing the stock numerals and slides. Additional information may be had by writing to Shaw & Slavsky, Inc., 13821 Elmira Avenue, Detroit 27, Mich.

New Acetylene Torch

Savings in time, money and gas, and greater fire safety are claimed for an automatic acet-ylene-air gas torch just announced by the Velocity Power Tool Company, 7505 Thomas Blvd., Pittsburgh 8, Pa,

The pistol-shaped "Torch-O-Matic" lights at squeeze of trigger and shuts off upon release, eliminating separate op-

Famous for quality and a big booster of REVOLUE



Looking over REVOLITE-equipped flatwork ironers in Morgan Bros. Laundry, Westmont, New Jersey. Mr. A. Morgan, Sr., and son, A. Morgan, Jr., with REVOLITE representative W. A. Sullivan (center)

In both South Jersey and southeastern Pennsylvania, Morgan Bros. Laundry is famous for the quality of its work. That's natural, for this is not only one of the most modern laundries in Westmont, but all its flatwork ironers are equipped with REVOLITE Roll Covers.

Morgan Bros. depends on REVOLITE not only to give the finest of ironing but to increase the output of flatwork ironers and to keep costs under con-

REVOLITE'S finer weave means a finer finish . . . quality ironing. REVOLITE'S high heat capacity means hotter, dryer rolls that turn out this finest of ironing fast. And REVOLITE's longer life eliminates frequent shutdowns for roll changes.

REVOLITE Roll Covers are guaranteed in writing. For complete information, write or phone.

Stamford, Connecticut



eration and equipment for re-lighting, manual valve adjustment, pumping or priming, and warm-up. It is said to be a versatile, handy tool—wellsuited for such "on-again, offagain" jobs as loosening frozen nuts and bolts, setting anchor bolts, removing shrink-fit collars and bushings, heating branding stencils, safe-ending wire-strand cable and rebabbitting bearings, in addition to maintenance or production work requiring soldering or brazing.
Squeezing the spring-loaded

trigger simultaneously opens the torch gas valve and sparks the heavy-duty flint for ignition. Trigger also can be locked open for continuous flame. One-hand operation makes for better user comfort and efficiency.

New Extractor Covers

A new line of horsehidebound extractor covers, designed to provide lower-cost extraction and increased production. has just been announced by Products Company, Chicago, manufacturers of spe cialty items for the laundry and drycleaning industries,

Called Qualitex, the new extractor covers are constructed of two layers of #4 duck, sewn together with a spiral stitch to prevent buckling and friction, and reinforced on all ex-posed edges with heavy horsehide leather for maximum

wearability.
Complete information can be obtained from Quality Products Company, 5760 W. Grand Avenue, Chicago 39, 111.

Merson Offer

Merson Products Co. nounces a special offer of a convenient 4-in-one trial package of four of the most popular of their spot removers. The package includes one gallon each of: Spot Kleen for organic, soluble stains and pre-spotting; Midoform for touching-up stains; Wet-O-Dry for paint, grease, lipstick, etc.; and No-Rinse for steam gun and wet

spotting.
Merson is also offering a free spotting chart with instructions for removing all kinds of spots, and a free "tool kit" (14 pour-top bottles; sponge; spatula; brushes; measuring glass; funnel; and cheesecloth) with every master spotting kit order. This master kit consists of one gallon each of: Eradico; Wet-O-Dry: Spot Kleen: No-Rinse; Midoform; Safetee Stainoff; one pint each of General MPC Formula and Celo Inkoff; one pound each of Origine and Albutex.
Complete literature and fur-

ther information may be obtained from Merson Products Co., 65 Essex St., Jersey City

Caustic Soda Booklet

A newly revised booklet cov-ering all phases of caustic soda is now available from The Dow

chemical and physical properties: economics involved: methods of handling and storing; technical data; methods of analysis; and first aid treatment for caustic burns.

Copies may be obtained by writing Alkali Sales Department. The Dow Chemical Company, Midland, Michigan,

Chlorophyll Laundry Soap

Beach Soap Company, Law-Chemical Company. The book-rence, Mass., announces Chlor-let specifically deals with: the ette, a new custom-made commanufacture of caustic soda; plete soap containing chloro- distributors.

phyll, nature's fresh-air ingredient, which is said to make laundry work smell fresh-air clean even when dried indoors.

The product is recommended for moderate temperature washing. Its active alkali is stated to be correct for washing the dirtiest loads in relatively short formulas. Its phosphate content softens hard water where encountered, and it also contains Fluorium, the fabric brightener Packed in polyethylene lined paper bags, 100 lbs. net, it is now available through all Beach

UNIFORM SLEEVE

SLEEVER

LEEF CYLINDER Bearings



Here's a real lift for the front end of drying tumblers-those whose rear support is a single trunion or shaft. The patented Leef Bearing puts an end to off-center operation, motor wear, friction and eventual

breakdown. Two rubber wheels, running in Oilite bearings, effectively do the job. Instruction sheet demonstrates its easy mounting feature.

Specifications: 19"x9"x4"; 6" wheels; wt. 30 lbs. Trial order \$39.50 FOB Minneapolis. State tumbler size and make,



SLEEVER

SUPREME

ONE OF

CLINTON'S

"Petal Smooth"

LAUNDRY STARCHES

NON-CONGEALING USE HOT OR COLD GIVES FLEXIBLE FINISH EASIER IRONING



CLINTON FOODS INC.

CLINTON, IOWA

NEWS

ALLIED TRADES

Heidersbach Made Director



ERNIE HEIDERSBACH

E. J. "Ernie" Heidersbach re- Brooklyn 31, N. Y. cently was elected to the board of directors of R. R. Street & Co. Inc., 561 West Monroe St., Chicago, Ill. In his new posi-tion, Mr. Heidersbach also becomes sales manager, succeed-inb C. B. Kasson, elected vicepresident in charge of sales.

Mr. Heidersbach, formerly employed by a Chicago drycleaning firm and laundry supply house, joined Street's in 1946, and was assigned to the northern Illinois and eastern Iowa territory. In rapid succession he was made manager of market analysis and sales promotion manager.

National Acquires Lang Machine

The National Marking Machine Co., Cincinnati, Ohio, announces the purchase of the the J. A. Lang & Sons Co., Boston, Mass.

The manufacture of new according to John R. Young, Lang Listing Machines has sales manager.
been transferred to the Na- Mr. Tull will be available tional factory at Cincinnati. part service and repairs to old machines will, from now on, be handled at

New Majestic Division

Majestic Paper & Twine Co., New York and Brooklyn, an- perience in spotting, cleaning,

nounces the opening of their new laundry and drycleaning packaging and supply division.

A complete line of packaging materials, including all types of bags, boxes and kraft paper for laundries and drycleaners, are available in plain or with stock-printed messages. Fast delivery is promised for per-sonalized specialties,

In addition, a full line of supplies, manufactured by leading firms in the industry is now being distributed by Majestic.

The division is headed by Arnold Stang and Irving Glass-

Literature information and prices may be obtained by writing Laundry & Dry Cleaning Division, Majestic Paper & Twine Co., 155 Imlay St.,

Davies-Young Appoints Tull



JOSEPH C. TULL

Joseph C. Tull has been ap-Lang Listing Machine from pointed a sales-service technician for the Davies-Young Soap Company, Dayton, Ohio,

for service information to approximately 1800 drycleaning establishments in Missouri, Kansas, Colorado, and Nebras-ka. In addition, he will be the exclusive sales representative for all Davies-Young drycleaning products in that area

He has a wide range of ex-

"35 YEARS with NO TIME LOST for major repairs "

-that's the record of BRUNNER AIR COMPRESSORS at the LINCOLN LAUNDRY Utica, N.Y.

At the Lincoln Laundry - one of Central New York's largest total of 35 years! "In all that time," says Jack Costello, Partner, "we've never lost a day for major repairs of any kind."

Records like this - repeated in other laundries all over the nation - are the planned result of BRUNNER precision engineering. For over 46 years, BRUNNER air compressors have been famed for low cost operation and trouble-free service. Ask your Brunner distributor to survey your needs . . . or write Dept. T-8.

BRUNNER MANUFACTURING COMPANY, UTICA I, N.Y.



depend upon .



finishing, and maintenance. He has resigned to become vice- Springfield. He should be traveling his former territory for Tingue, Brown & Co. in August.

Bower Joins Consultant Firm



ROBERT S. BOWER

Ballard-Van Korn and Associates, laundry and dryclean-ing consultants, announce the appointment of Robert S. Bow-

as an associate. Mr. Bower will specialize in problems concerning production, method studies, wage in-centives and layout in both drycleaning plants and laun-

Bob comes exceptionally well qualified for his new assignment, being well known throughout the United States and Canada for his work along these lines in many plants during his ten year association with a prominent drycleaning soap concern, and lately, as assistant manager of the drycleaning division of a leading machinery manufacturer.

for EVERY laundry requirement - Single Stage from 14 HP to 2 HP, Two Stage from 119 HP to 15 HP.

He is a familiar figure in the industry as a speaker on both technical subjects and general management on many state and regional convention programs.

A mechanical engineer, he studied at both Swarthmore College and Lafavette University, and is a member of the Society of American Military Engineers

Fabric Laundry and Dry Cleaning Machinery Corporation of Brooklyn, N. Y., manufacturers of Washex Combination Washer-Extractor, announces the appointment of John Benz as factory reprentative in Massachusetts and



AIR COMPRESSORS

was engaged in those activities in Kansas City, Mo., from 1928 to 1942, when he entered mili-After his discharge in 1945

he sold drycleaning equipment chemical products, with offices in the United States and Can-ada until 1947, From 1947 until the present he sold drycleaning supplies in the Chicago area.

Madden Joins Caldwell



JOSEPH P. MADDEN

Joseph P. Madden, assistant sales manager of the Stauffer Chemical Company, New York,

president and a director of the Caldwell Chemical Company, Inc., effective August 1, Caldwell is a manufacturers' repre-sentative and distributor of in New York, Detroit and Portland, Oregon.

Mr. Madden joined Stauffer 19 years ago as a member of the accounting department and was transferred to the sales staff in 1933. Seven years later he was named head of the Philadelphia sales territory, a post he held until 1942, when he was brought back to the New York office as assistant manager in charge of alkalies, chlorine and chlorinated products.

He is a member of the Salesmen's Association of the American Chemical Industry, The Forces Chemical Association.

Silva Returns

Jim Silva is back in this country, awaiting discharge in Fort Hood, Texas. He arrived here several weeks ago after many months of active duty in Korea, and will return to Philadelphia to resume living in

Fabric Names Benz

Rhode Island. Mr. Benz has a background of 28 years of practical experi-



AND HERE'S HOW ...

Save soop in the breaks Just add a small amount of Oakite Penetrant to wet out and loosen ground-in soil, make sudsing operations a snap for your soap. Particularly effective on grease-soaked work clothes, stained uniforms, etc. Operators report: "We save on suds, one hot rinse, one cold rinse." "We cut time by 20% and costs by 10%!"

Save water, heat, times Oakite Composition No. 53 sequesters insoluble salts . . . brings dead soap to life. Prevents graying of clothes. Operators report: "Saves one rinse and 1500 gallons of water a day," "Eliminates one rinse and use of soap in bleach suds."

FREE BOOKLET 8043 gives tested formulas, many other facts to help you turn out quality wash. Ask the nearby Oakite Technical Service Representative for your copy. Or write Oakite Products. Inc., 22B Rector Street, New York 6, N. Y. No obligation.



sioni Service Representatives in Principal Cities of U.S. & Canada

ence in all phases of dryclean- well known in the New England ing, including the management area.

of several New England plants New England plant owners for the past 10 years. His work can reach Mr. Benz at 92 has been primarily as a layout Maryland Street, Springfield, and installation engineer. He is Mass.

Universal Expands Showrooms



distributors of the Unipress sales area affords ample space line of laundry presses, has refor the display and demonstra-The enlarged building, at 2739- laundry and drycleaning equip-43-47 Page Blvd., now has a ment carried in the company's 100-foot front of which over 85 line.

Universal Laundry Machin- percent is window display area. ery Company, St. Louis, Mo., The enlarged and remodeled cently expanded its showrooms, tion of the various units of

Caled Rewards Toyne



Warren K. Cooley, left, congratulates Harry Toyne upon his ten years of service to the company. Miss Buckland, company secretary is at right

A \$2,500 bonus and a gold at the time, received a \$1,500 10-year pin were highlights of bonus one year; and brand

although not a ten-year man have received new Fords.

a trip by plane from Los An- new Oldsmobiles have been geles to Washington for Harry given one after another over Toyne, Los Angeles representa- a period of years to Chet Bell, tive of Caled Products, Mary-Chicago; Jim Dryer, Mary-and. Gay Haben of New Eng-Warren K. Cooley, president, land; Harry Nissen, Ohio; nade the award Mr. Cooley Dave Perkins, Michigan; Allen has similarly expressed the Plunckett, Virginia; Fred Radfirm's appreciation to other ford, Indiana; Bill Tinsman, Caled salesmen in the past: Washington, D. C.; Charles Charles Blacknall, one of Weden, New York; Richard Caled's southern representa- Rouvellat, when he was in tives, has received such a bonus Maryland. R. T. Mease and check; George Clark, Nebraska, Joe Purcell, New York State,

Hercules Appointments

Hercules Powder Company has announced the appoint- sity, Mr. Brown joined Hercules ment of Werner C. Brown as as a chemist at the Experiment for its cellulose products de- 1942. During the war, he was partment, Mr. Brown had been line foreman and shift super-supervisor of CMC sales.

A graduate of Duke Univeran assistant director of sales Station laboratories in June, visor at the Sunflower Ordnance

Formulas

has been supervisor of CMC the two companies, Robert F. J. T. Skelly, Jr., remains as companies.

assistant director of sales for the department.

At the same time, Hercules Spielman Named President announced that A. R. Olsen will become manager of CMC sales, succeeding Mr. Brown, while J. B. Martin will replace Mr. Olsen as manager of molding powder sales in the Cellulose Products Department

Keever Buys Standard



JAMES F. KURTZ

The Keever Starch Co., Columbus, Ohio, has purchased another Columbus manufacturing concern, The Standard Chemical Works Co., according to an announcement by James dent, The Standard Co, has been incorporated and will be operated as a Keever subsidi-

Both companies manufacture and sell products used in mercial and institutional laundries throughout the country. In addition to laundry starche of which Satinette is best known, the Keever Company makes wheat pastes, industrial starches, edible starches and

Standard Chemical has specialized in proprietary sours widely used by laundries to restore whiteness and brilliance to textiles. Its most recent board of the Oregon firm. product, Ultra-Lite, is said to Caldwell Chemical Company, be the first sour to incorporate Inc., is exclusive sales agent for a fluorescent dye that greatly improves white

Standard Chemical was founded in 1912 by James W. Harris, who is retiring. All Standard stock and equipment is being moved to the Keever plant in Columbus.

Works, operated by Hercules in the union, will handle the for the U. S. Government, He complete line of products of Black is sales manager of both



WALLACE B. SPIELMAN

Wallace B. Spielman is the new president of J. B. E. Olson Kurb-Side and Kargo-King aluminum-alloy truck bodies, Mr. Spielman, former executive vice-president, succeeds Sigmund Pines.

Herbert H. Spielman, vicepresident in charge of sales, and Edward J. Scherer, secretary. The change of officers is coincident with the board of directors' decision to produce bodies for additional makes of chassis and to expand its mar-kets here and abroad. The new officers have had broad experience in motor truck merchan-

Caldwell Elected Director

John B. Caldwell, president of Caldwell Chemical Company, Inc., 441 Lexington Avenue, New York 17, N. Y., and 3450 Wight Street, Detroit 7, Mich., has been elected a director of American Metallic Chemicals Corp., 12005 North Burgard Avenue, Portland 3, it was announced by Percy E. Landolt, chairman of the American Metallic Chemicals

Kisco Opens New Branch

Kisco Boiler & Engineering Company announces the open The Keever sales organiza- ing of a new showroom and tion which services laundries parts and service department and distributors in every state at 2120 South Broadway, St.





- Darning and Mending
- · Button Sewing
- Plain Sewing (Tailoring)
- Cuff Tacking
- Blind Stitching



Write for new bulletin illustrating and describing these ing machines

REPRESENTATIVES IN ALL PRINCIPAL CITIES



Louis, Mo., for the convenience boilers, boiler feed equipment, of Kisco customers in the St. water softeners, heating and



The new department will be equipment.

The complete line of Kisco Ste, Genevieve, Mo.

Louis area, and visitors from ventilating equipment will be out of town.

The showroom is a new unit, managed by Floyd A. Hale, and is now in operation in ad-who has been associated with dition to Kisco's main plant Kisco for over 15 years and is and general offices, an addiqualified to give expert as-tional factory building, and a sistance and advice on Kisco warehouse in St. Louis, and another large plant located at

McDonnell & Miller Sales School



Seated, left to right: Mike Tettambel, St. Louis; Fred Stewart, Detroit; Paul Burdick, Buffalo; Ed Sause, Newark; Stanley Rich, Chicago; Jim Worley, St. Paul. Standing: Gene Clark, Kansas City; Ed Burks, Richmond; Fred Moellenkamp, Dallas; Ike Newby, Dallas; Bob Harwell, Nashville; and C. W. Rosselot, Memphis

Shown above are field repre- valves and similar safety desentatives who attended a Sales vices.

Training School at McDonnell

Special attention was given & Miller, Inc., 3500 North to the newer products such as Spaulding Ave., Chicago, from the McDonnell pressure and July 14 through July 18. The temperature relief valves, and sessions covered the company's the growing use of water feedline of boiler water feeders, ers and cut-offs on hot water low water fuel cut-offs, relief heating boilers.

Beach Appointments



S. P. MURIELLA



Beach Soap Company, Law- resentative in the Brooklyn, ence, Mass., has appointed N.Y. area. N. Y. area. Mr. Muriella is an experi-S. P. (Sal) Muriella as its repWhite Cap Blue.

He lives at 260 Bay 20th fied to service the Beach line Street, Brooklyn 14, New York. Mr. Keene lives at 1873 Fr

enced soap salesman, and is been appointed Beach reprewell qualified to give technical sentative for the Maryland, service in both institutional and Washington and Virginia area. commercial laundry plants. He An experienced salesman on will sell and service the com- washroom supplies and drypany's full line of flake soaps, cleaning equipment, he recently complete soaps, Fluorium and completed his training in washroom practice and is well quali-

Mr. Keene lives at 1873 Free-W. (Wally) C. Keene has dom Way, Baltimore, Md.

Laundry Management Course Offered in New York

A new enlarged program in laundry management, which includes an advanced course in laundry washroom chemistry, will be offered this fall by the City College Midtown Business Center, New York City, Director Dr. Robert A. Love announced recently.

The new course is designed for graduates of the Center's regular course in laundry management and for persons in the laundry field who wish to broaden their knowledge of laundry techniques. The Center's regular laundry management course will also be offered during the fall term.

The Midtown Center's laundry program is sponsored by The Metropolitan Institutional Laundry Managers' Association, the North Jersey Institutional Laundry Managers' Association; Suffolk-Nassau Counties Laundry Owners' Board of Trade, Inc., and the Interboro Laundry Board of Trade.

The laundry management course designed for supervisory personnel of hotel, hospital, institutional and commercial laundries covers both the business and technical approaches to efficient laundry management. Subjects covered by active laundry executives who are the instructors in the course include record keeping and cost and financial control; washroom chemistry; business communications; machinery and maintenance; personnel management; and production management.

The advanced laundry washroom chemistry course starts Monday, September 14, at 6:30 p.m. and meets one night a week for 15 weeks. Fee for the course which totals 45 hours is \$40. The laundry management course opens Tuesday, September 15, at 6:30 p.m., and meets Tuesday and Thursday evenings for 15 weeks.



"I will say you have a well ventilated plant!"



Cleve-O-Cement is your best insurance against the physical hazards and product damage that may be caused by holes in your floor. You can save thousands of dollars through a small investment. Cleve-O-Cement is easy to apply, dries flint hard overnight. Ready for heavy traffic next morning. Not affected by heat or cold, live steam or most acids. Used and recommended by the leading and largest food and meat packing plants, dairies, laundries, ice cream and bottling plants. Developed especially for wet, damp floors.

Send for illustrated bulletin.

THE MIDLAND PAINT & VARNISH CO.

9123 RENO AVE. CLEVELAND 5, OHIO

-BOSTAG-TAGGING MACHINES

Attach Peerless Beacon and AB tags to garments faster than by hand—saving time, labor, money. Machines operate simply, easily for both fibre and cloth tags.
2 machines for attaching AB
os. 1-2 Tags (not pictured).
4 machines for attaching Peer-Beacon Nes. 1-2-3-4 & No. 5 Tags (pictured).





Eully



more

LAUNDRYMEN

Advertise in

STARCHROOM LAUNDRY JOURNAL

Than in all other publications COMBINED

Laundrymen want sure, fast results when they use classified advertising to sell or buy plants or equipment, to hire new employees, to seek new job connections.

Naturally, they turn to the publication which in their own experience is the most readable, the most worthwhile, the most influential.

That's why they place their classified ads in the publication they consider No. 1 in the Laundry Industry — STARCHROOM LAUNDRY JOURNAL.

How Laundry Work Is Judged By Customers

Among the many different pieces of laundry work turned out by your plant, the quality may vary considerably—it generally does. How good should quality be? How important is it in retaining customers and securing new customers?

Of course quality generally should be just as high as you can get it—on everything you do. However, since customers judge your quality on certain specific points it is much more important that you have high quality on those certain items than that the whole bundle be perfect. This is to say that quality must be maintained on the "show pieces" or "conversation pieces" in the family bundle—and is relatively unimportant on the others.

Quality, to your customer, is appearance—and appearance alone. While to the technical man, quality includes such items as tensile strength loss, finished pH, and color retention, to your customer quality is merely finished appearance. If there must be a choice between appearance and long life of linens, the average housewife will choose sparkling white color over additional launderings every time. The color of your finished work is the first measure of quality from the customer's standpoint—and there is only one caution to be made on this statement. That is that uniformity of color is more valuable than the color itself. Obviously a shading of colors from clear sparkling white to gray calls attention to "poor washing" on the grays—while a uniformly gray bundle may get by.

Packaging, stacking, and folding are all important points in giving a quality impression to your customer, but they are usually not as important as the job you do on the "show pieces."

The shirt is the show piece

The shirt is the primary show piece on the apparel side—the item upon which criticism can most hurt you. Shirts are judged on collar, cuffs, starch, buttons, front, body, and pockets in about that order. Points to be watched are: on collar, that fold is made correctly, that collar is not crushed in package, and that the area around the button is smooth; on cuffs, the button area should be smooth and gussets not too wrinkled; starch should be smooth enough to give a very glass-like feel to the collar without glisten; body should be pressed smooth and flat and the placket should be stretched flat before the press hits it (there seems to be no grounds for criticism of some shirt units for leaving creases across the shoulders or down the sides of the shirt. While this may seem a sin to laundrymen, it does not bother customers to all); and pockets should be unwrinkled (on sport shirts, pockets should be hit twice with flap up and down) (outrageous as it is for customers to leave papers, toothpicks, and other trash in pockets, it is up to the laundry to remove these before pressing)

On the flatwork side napkins and tablecloths are the primary "show pieces" with the napkin being slightly more important than the tablecloth. Many laundries fail to turn out an acceptable napkin, feeling that it is a relatively unimportant item, but this is not true. In the number a laundry gets today, care can be taken to make them right. There are two sides to every napkin—and there's no excuse for folding the embroidery inside as so often happens. Napkins should be square and squarely folded. Tablecloths should be folded without wrinkles (folding often puts them in!) and should be well finished. Strangely enough, finishing is more



every time it rains!

important than washing on tablecloths, and hand laundries have found that a beautiful finishing job is much more valuable to the customer than the removal of all spots and stains.

Outside the regular bundle the most important "conversation piece" is the wool blanket—and the laundry which does an exceptional job on blankets creates a reputation that spreads and spreads. Quality can be impressed on customers through this one item alone, lending glamour to every article laundered.
(Reprinted through courtesy of the California Laun-

dryowners Association.)



out top or bottom. Protect sides and ends of laundry. They wrap in regular way with Kraft sheet,

which protects top and botto Tape, or string, can be used for finished bundle. Wide variety of sizes. Place sample order today.

Write Dest. A8
JOBBERS: Some territory

Convention Calendar

Virginia Association of Launderers and Cleaners Hotel Jefferson Richmond, Virginia September 22-23, 1952

National Association of Institutional Laundry Managers Ambassador Hotel Atlantic City, New Jersey October 2-4, 1952

> American Institute of Laundering Convention Hall Atlantic City, New Jersey October 2-5, 1952

National Institute of Rug Cleaning Sherman Hotel Chicago, Illinois January 17-19, 1953

National Institute of Cleaning & Dyeing Cleveland, Ohio February 13-15, 1953

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Obituaries

Lammot du Pont, 71, former president of E. I. du Pont de Nemours & Company, died on July 24. He was the eighth member of his family and the third brother in succession to head the chemical company founded by his great-grandfather in 1802.

Richard Farmer, 68, president of the Acme Wiper & Industrial Laundry, Cincinnati, died recently. He leaves his wife, a son, Hershell, who is general manager of the laundry, a brother, and two grandchildren.

Chester H. Fisher, 50, secretary-treasurer of Cowles Chemical Co., Cleveland, Ohio, died of a heart attack at his home in Breeksville, Ohio, on July 24. Mr. Fisher joined Cowles in 1929 and during his 23 years of loyal and effective service he gained the respect and affection of everyone who worked with him. Earlier this year he was elected secretary of the company and added the duties of that office to those of treasurer and office manager, positions which he had filled for a number of years.

Mr. Fisher was active in the Masons and in many civic and charitable organizations in Cleveland and Brecksville. He is survived by his wife and two children.

Sydney George Golden, 51, assistant secretary-treasurer of Rudolph Ramelli, Inc., laundry suppliers of New Orleans, La., died recently. Surviving are his widow, three sisters and a brother.

Richard D. Hickman, 31, co-proprietor with his wife of the Laundro-Matic in Corvallis, Ore., died on June 30. His wife, a brother, a sister, and his parents survive.

Emil Lindberg. 80, former president of the Trojan Laundry Co., Chicago, and a past president of the Chicago Laundry Owners Association, died recently.

William George Minty, secretary and treasurer of the Pembroke Laundry & Cleaners, Inc., Bridgeport, Coan., died on July 2. He first entered the industry in the employ of the Crawford Laundry Co., Bridgeport. In 1917 he purchased the Pembroke Laundry and, in 1946, organized the Pembroke Laundry & Cleaners, Inc. He is a past president of the Connecticut Laundrywares Association and past president of the Washington Club, Fairfield County, and a member of the Algonquin Club, Bridgeport.

He is survived by his son, William H. Minty, now president of the laundry, a daughter, a brother and sister, and four grandchildren.

Dr. Warren Mack, husband of Dr. Pauline Beery Mack, died on July 6.

Walter J. Schaefer, 62, operator of a home laundry service in Peoria, Ill., died recently. Surviving are two brothers.

Max Slepin, 53, vice-president for employee and public relations of Keystone Coat & Apron Mig. Corp., Pennsylvania Laundry Co., Pennsylvania Linen Rental Service, and Humpty Dimpty Diaper Service, all of Philadelphia, was killed at the wheel of his automobile on July 17. He was a veteran of the Army in the Mexican Border incident, of the Navy in World War I, and of the Marine Corps in World War II. Among his was service decorations are two Purple Hearts, two Silver Stars, four Bronze Stars, two Presidential Unit Citations, and the Navy

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Citation. He was a past commander of the American Legion for the county in which he resided and was active for many years in innumerable other veterans' organizations. In 1950 he was the Republican nominee for Congress from the second district of Pennsylvania. Throughout his life he maintained an active interest in many civic, charitable and traternal organizations, and was greatly esteemed by his fellow Philadelphians.

Upon learning of his untimely death, Chantry W. Davis, secretary of the Philadelphia Laundry Board of Trade, said, "The passing of Max Slepin is a real loss, not only to the laundry industry, but to all. He was the kind of person who sustains one's faith in humanity in the face of all the selfishness and greed that exists in this world."

Mr. Slepin leaves his wife and three children.

Otto Sommerfeldt, 80, operator of the Sommerfeldt Curtain Laundry, Buffalo, N. Y., for 47 years, died recently. He leaves his wife, three daughters, a son and a stepson.

Raymond G. Stallknight, long-time employee of the American Laundry Machinery Company, was buried from St. Paul's Episcopal Church, Rochester, N. Y., July 3. Mr. Stallknight statted his career with the A. T. Hagen Company in 1901 as an office clerk, He progressed through the organization to the position of office manager of the Rochester factory of American, where he also handled local sales. He was honored in February, 1951, as a Fifty-Year employee of the company.

He is survived by his wife. He was a member of the Rochester Club, Business Men's Athletic Club of the Y. M. C. A., the Rochester Chamber of Commerce, and St. Paul's Episcopal Church.

James Ervin Stem, 81, head of the City Laundry Company, Hillside, N. J., died recently. His wife, two daughters, and a brother survive.

Harvie B. Iwamley, vice-president and general manager of Carman & Company, Rock Island, Ill., died recently. He devoted most of his business career to the laundry and cleaning industry, having served Proter & Gamble as service representative in the Missouri-Illinois area for many years before entering the supply business in Rock Island. He joined the L. R. Mace Company in Rock Island in June, 1931, and remained with it when Carman & Co., Inc., purchased the inventories and business of the firm

He established an enviable record during his business career and his prominence in Rock Island civic and fraternal organizations gained him many close friends both in and out of the industry.

Charles G. Young, 51, secretary-treasurer of Patek & Co., died on July 5 in San Francisco. He joined the firm in 1926, and had been active in local, state, and national associations for many years.

Mr. Young is survived by his widow, a daughter, and his parents.



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PROFESSIONAL NOTICES

CARRUTHERS' LAUNDRY BULLETIN—the statistical Bulletin for the Laundry Industry—weekly sales reports—monthly cost trends and articles of timely interest. 64 Bulletins—312 annually. John Carruthers Co., Inc., 500 Little Building, Boston—a statistical organisation attiliated with John Carruthers & Company, Accountants and Management Consultants, Boston, Hartford, and Washington. 2657-27

LAUNDRIES and CLEANING PLANTS FOR SALE

LAUNDRY PLANTS and DRYCLEANING PLANTS, 100% PROPOSI-TIONS. New York, New Jersey, Connecticut, Pennsylvania. Other Sections—WHERE DO YOU WISH TO LOCATEY Richard J. Muller—Lic. Broker, 89-10 184 St., Jamsica 3, N. Y. Tel Républic 9-3016. 4664-2

For Sals—Laundries, Drycleaning Plants, Rug Cleaning Plants in Matropolitam N. T. C. area, Wastchester, New Jarrey, Connectioux, Pannayivania. If interested in buring or selling, contact J. B. KANDEL, 151-59 \$28th St., LAURELTON, LONG ISLAND, NEW YORK, PHONE: 1407-151-51-51-51-51-51

ESTABLISHED LAUNDRY, CLEANING PLANT, some linen supply, prospacous city. Northwest State of Washington, showing good profit. Brick building, equipment very good condition, with or without real salab. Terms. Reply: Box 9729, STARCHROOM LAUNDRY JOURNAL. 2

LAUNDRY: New, modern, well established. Fastest growing community in Southwest. \$75,000 gross first year and still growing. ADDRESS: Box 9762, STARCHROOM LAUNDRY JOURNAL.

Very profitable old established linen supply, laundry, drycleaning business. No compatition. Rocky Mountain region. Annual profit over \$15,000. \$70,000 will buy. Must have \$50,000 cash. Real estate included. ADDRESS: Sox 9776, STARCHROOM LAUNDRY JOURNAL.

For Sale—Dryclesning and shirt laundry plant in one of the best towns in Arkanses. Making money and priced to sell. Would like to retire.

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For Sale—Complete profitable laundry business or equipment only, also dependently plant in same premises if desired. Present \$50,000 yearly volume could easily be expanded to \$65,000. Only laundry located in King City, Monterey County, California since 1919. Want to retire. ADDRESS: Box 2942. STARCHROOM LAUNDRY JOURNAL.

For Sale: Laundry and drycleaning plant, north central California. New block. Building 45' x 120' in business district. All equipment like new, three Monel washers, four roll American flatwork ironer. Prosperity cleaning unit less than two years old. Well established business operated by same owner for thirty years who now wishes to retire. Excellent opportunity. Annual gross receipts \$100,000 and growing. ADDRESS: Box 9848. STARCHROOM LAUNDRY JOURNAL.

LAUNDRY AND DRYCLEANING FLANT in one of the fastest growing cities in the South. Population over 400 thousand. Operating eight city delivery trucks. Located on a very prominent street—ideal corner location for cash & carry. Under the same management for 30 years. Equipped to do over \$4,000 per week. Need right party to take over. Plenty of room for expansion. Buyer must have \$15,000 or \$20,000 cash, balance financed over 10 years on easy terms. Will lease building for 5 or 10 years with option to buy. Owner wishes to refire because of bad health and old age. Write C. A. Stergios, Box 2565, DeSoto Station, Memphis. Tenn.

LAUNDRIES and CLEANING PLANTS FOR SALE (Cont'd)

Drycleaning-Laundry and Cold Storage Plant for Sale. Consisting of 4 trucks, new laundry machinery, drycleaning machines etc., 4 branch stores. You must see it to appreciate it. If interested call in person. Contact Kenyon Ricci, Sole owner, Kenyon's Cleaning Co., 58 W. Broad St., Westerly, R. I.

Modern equipped laundry and drycleaning plant in Illinois, doing \$125,000 business annually. A profitable and going concern. On account of age and failing health, present owner must reitire from active duty. Will carry 60%, unpaid balance on easy terms. ADDRESS: Box 9860, STARCHROOM LAUNDRY JOUNNAL.

Business and equipment of laundry operated 46 years in Southwest, city over 20,000. Price very reasonable. Retiring account of age. Building can be leased if wanted. Located in center of business district. ADDRESS:

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Only laundry in western Pennsylvania city. Complete Prosperity éa unit, doing one-third volume in drycleaning, last year's volume \$61,000. Price to qualified operator, \$10,000 down, balance can be paid out of depreciation. ADDRESS: Box 9875, STARCHROOM LAUNDRY JOURNAL. 9

FOR SALE: FAMILY LAUNDRY AND CLEANING PLANT—50 miles from New York City. Sales \$150,000. Established over 20 years—50% down, balance on terms—includes house and property. ADDRESS: Box 9878, STARCHROOM LAUNDRY JOURNAL.

SMALL LAUNDRY plus self-service. Established 5 years in city 20 miles from Chicago Loop with population of 90,000. Well-equipped, including 2-girl shirt unit. Good, sound, well-established clientele. Buyer must have \$20,000 cash, balance tinanced on easy terms. ADDRESS: Box 9900. STARCHROOM LAUNDRY JOURNAL.

TRENTON, NEW JERSEY—across river from new U. S. Sheel plant, old-established laundry, good reason for selling. Further information W. F. Smith & Company, 145 Academy Street, Trenton, N. J. 9901-2

Small profitable laundry and drycleaning plant. Located in northeastern Minnesota on Lake Superior, 110 miles from competition. No union, Priced right. Three rental units in connection. Must contact owner, Gordon Wonser, Northern Cleaners, Grand Marsis, Minn. 9906-2

LAUNDRY—ESTABLISHED BUSINESS—PIEDMONT, NORTH CAROLINA, town of 35,000. Good location with excellent equipment. 1051 sales in excess of \$75,000. Some terms can be arranged on price of \$37,500. Real estate available for sale or lease. Reply: Box 9907, STARCHROOM LAUNDRY JOURNAL.

Linen Supply, Laundry and Drycleaners. No competition. Nets \$15,000 year. Rocky Mountain region. \$50,000 including real estate. Some terms. ADDRESS: Box 9006. STANCHROOM LAUNDRY JOUNNAL. 2.

LAUNDRY PLANT, LOCATION WEST CENTRAL OHIO. COMPLETE WITH REAL ESTATE OR SELL PLANT, RENT REAL ESTATE. ADDRESS: BOX 9910, STARCHROOM LAUNDRY JOURNAL.

LAUNDRIES and CLEANING PLANTS WANTED

WANTED -- PLANTS -- ALL KINDS -- New York, New Jersey, Connecticut. BUYERS WAITING -- LIST YOURS. RICHARD J. MULLER Lic. Broker, 89-16 184 St., Jamaica S, N. Y. Tel. REpublic 9-3016. 4324-1

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Route sales manager in Central States' most modern laundry and cleaning plant. Must be able to conduct sales meetings, promote contests. sales campaigns, etc., 10 roules. Room for expansion, ADDRESS: Box 9888, STARCHROOM LAUNDRY JOURNAL.

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UNUSUAL OPPORTUNITY—for experienced MANAGER for profitable laundry and drycleaning plant to share in profits and in ownership of plant without investment except time and work. No local laundry competition and only weak competition in 4-county area. Owner has other interests. All replies confidential. ADDRESS: Box 9895, STARCHROOM LAUNDRY JOURNAL

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IMPERIAL LAUNDRY MACHINERY CO., 121 Greenpoint Ave., Brooklyn 22, N. Y. EV. 9-6585, will purchase or help you sell your surplus equipment. Send for list or ask for representative.

WANTED-MONEL METAL WASHERS, all sizes equipment. Interested in buying entire plants for export, highest prices paid. ADDRESS: Box 9879, STARCHROOM LAUNDRY JOURNAL.

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One 25 HP A-C motor, 220 5 phase. Runs washroom with starting box, 5100. ALPART LAUNDRY SERVICE, 282 DAROTA STREET, PATERSON, N. J.

Pick instant water heater, 200 gallon per minute capacity, excellent condition. Justin, Inc., 37-18 22nd St., Long Island City 1, N. Y., STillwell 9880-36

Erie City Economic Boiler, 250 H.P., 125 lbs. working pressure, complete with oil burner and entire boiler-room equipment, perfect condition, can be seen in operation in laundry, immediate possession, Hartford Insurance Certificate with boiler. Justin, Inc., 37-18 22nd St., Long Island City 1, N. Y., STillwell 6-6670.

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New 600-800 HP at 150 to 450 lbs., self-contained boiler, Babcock & Wilcox. Sacrifice. \$6,950. EVERRADY, 805 HOUSATONIC AVE., Bridge-9897-36 port, Conn. 4-9471.

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DURING A.I.L. CONVENTION, PLEASE VISIT WITH US IN BOOTHS NUMBERS 739, 741, 743 AND 745. WE'LL BE GLAD TO YOU FURTHER DETAILS REGARDING THE MACHINES LISTED AS WELL IANY OTHER NEW AND REBUILT MACHINES WE HAVE AVAIL-FOR PROMPT DELIVERY AND AT VERY GOOD VALUES. CUMMINGS-LANDAU LAUNDRY MACHINERY CO., BOOTHS #739, 741,

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ASHER ironers 48 x 120—32 x 120. Rebuilt, big stock, terms. Baehr Laundry Machine Company, 29 Calumet Street, Newark 5, N. J. 2240-4

REBUILT LAUNDRY AND DRYCLEANING MACHINERY — washets, extractors, ironers, presses, numblers, filters, stills, boilers. Large stock on the floor READY FOR INSPECTION AND DELIVERY. Complete plants installed. IMPERIAL LAUNDRY MACHINERY CO., 121 Greenpoint Ave., Brocklyn 28, N. Y.

56" EXTRA DEEP AMERICAN or TROY EXTRACTORS, with NEW electrical equipment. EVANS AUTOMATIC SHIRT STARCHING MACHINE. CUMMINGS-LANDAU LAUNDRY MACHINERY CO., 313 Ten Eyck Street, BROOKLYN 6, N. Y. 4753-4

TROY and AMERICAN LATE TYPE 4-ROLL 120" STREAMLINED FLAT-WORK IRONERS, READY FOR IMMEDIATE DELIVERY, CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brocklyn 6, N. Y.

For Laundry and Drycleaning Machinery try the Keel Company, 7229 N. Western Avenue, Chicago 45, Illinois. 4661-4

48x120" ASHER FLATWORK IRONER. VERY ECONOMICAL MACHINE TO OPERATE. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyok Street, Brooklyn 6, N. Y.

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WOOD WASHERS REBUILT WITH ALL NEW WOODWORK AND EQUAL TO NEW IN EVERY RESPECT. 30x30", 36x54", 42x72" and 4xx44". Ready for immediate delivery. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6661-4.

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HANDY IRONERS, AMERICAN, TROY and POLAND single roll flatwork and small piece ironers. CUMMURG-LANDAU Laundry Machinery Co., 315 Ten Eyek Street, Brooklyn 6, N. Y.

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AMERICAN and TROY 26" and 28" EXTRACTORS, BELT OF MOTOR DELVER WITH NEW ELECTRICAL EQUIPMENT. READY FOR PROMPT DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ton Eyek Street, Brooklyn 6, N. Y

MACHINERY FOR SALE (Cont'd)

Five 48244" AMERICAN MASTER CASCADE DOUBLE END DRIVEN MONEL WASHERS with 2 compartment, 2 door cytinders. IN EXCELLENT CONDITION, SOME EQUIPPED WITH NEW MOTORS and CONTROLS. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyek Street, Brooklyn 6, N. Y.

16x100" AMERICAN 41210 RETURN FEED FLATWORK IRONERS, MOTOR DRIVEN. PROSPERITY SUPER SPEEDSTER AND AMERICAN SUPER ZARMO 51" BODY PRESSES, VERY REASONABLY PRICED. CUMMINGS. LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y.

40" FLETCHER WHIRLWIND, 60" ZEPHYR AND 60" HOFFMAN OPEN TOP EXTRACTORS WITH MONEL AND STATULESS STEEL BASKETS. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyek Street, Brooklyn 6, N. Y.

48" HOFFMAN AMICO, FLETCHER WHIRLWIND and AMERICAN OPEN TOP MOTOR DRIVEN EXTRACTORS. READY FOR PROMPT DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyek Street, Brooklyn 6, N. Y.

15 POUND AMERICAN AND HOFFMAN MONEL METAL OPEN END
WASHERS, MOTOR DRIVEN and 36x30" HUESSCH and HOFFMAN
OPEN END TUMBLERS. CUMMINGS-LANDAU Laundry Machinery Co.,
313 Ten Eyck Street, Brooklyn 6, N. Y.

AMERICAN TILTOR 4 GIRL SHIRT UNIT. THOROUGHLY REBUILT IN NEW MACHINE CONDITION. READY FOR IMMEDIATE DELIVERY. COUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyek Street, Brooklyn 6, N. Y.

PROSPERITY 2 GIRL SHIRT UNIT CONSISTING OF THE FOLLOWING PRESSES:—COLLAR AND CUFF, BOSOM, YOKE and TWO LAY SLEEVE PRESS. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyek Street, Brooklyn 6, N. 7.

5 WATERWAY COMBINATION WASHERS AND EXTRACTORS. PER-FECT MACHINE FOR BLANKETS, WOOLENS AND OTHER SPECIALTIES AS WELL AS COLORED WORK. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyek Street, Brooklyn 6, N. Y. 8075-4

IMPERIAL LAUNDRY MACHINERY COMPANY, 121 Greenpoint Ave., Brooklyn, New York, EV-9-6585, has available American Notrux 54" extractor with two extra baskets, purchased new 1945, Troy Streamline 8-roll ironer, new 1942, American 8-roll ironer, American 6-roll ironer, Ellis 54x120" 9-pocket stainless washer; American Cascade 44x84" washer; Troy 42x72" washer; American Tiltor shirt unit, Prosperity 4-girl unit and coat presses, Hoffman 42x90" fumbler; Huebsch 36x30" tumblers, Hoffman 140-F unit used two months, American 30x80" Petroleum unit with filter, still, etc., brand new, Prosperity synthetic cleaning unit, DDZ 60-pound synthetic unit, Columbia synthetic unit. 9069-4

FLASH: TWO AMERICAN 120" STANDARD LATEST TYPE STREAM-LINED FLATWOOME ERONERS. IN EXCELLENT MECHANICAL COMDI-TION AND READY FOR IMMEDIATE DELIVERY. THESE TWO BRON-ERS REPRESENT EXCELLENT IRONER VALUE. INSPECTION INVITED. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyek Street, Brooklyn 6, N. Y.

4 Tumblers, Ellis Drier Company, 43x120" Motor-driven with motor on top, three-pocket, three-door, late type machine. Price reasonable. 3128 West Lake Street, Chicago 12, Illinois. 9146-4

AMERICAN 4 ROLL 100" and 120" STANDARD FLATWORK IRONERS, COMPLETE WITH VARIABLE SPEED MOTORS, NEW MACHINE GUAR-ANTEL. CUMMINGS-LANDAU Laundry Machinery Co., Brooklyn 4, N. Y.

48 x 124" AMERICAN MAMMOTH CASCADE WASHERS WITH NEW ELECTRICAL EQUIPMENT AND NEW 3, 6 or 9 COMPARTMENT STAINLESS STEEL CYLINDERS. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 9368-4

IMPERIAL Laundry Machinery Co., 121 Greenpoint Ave., Brooklyn, N. Y. Ev-9-585, has large stock of new and rebuilt equipment on floor ready for inspection, reasonable prices and terms, one year guarantee. Individual machines or complete plants for laundry, synthetic and petroleum drycleaning furnished. List the machines you have for sale with us.

MACHINERY FOR SALE (Cont'd)

AMERICAN ZONE-AIR 4 COIL STEAM HEATED REVERSING TUMBLERS 220 Volt, 3 phase, 60 cycle. CUMMUNGS-LANDAU Laundry Machinery. Co., 315 Ten Eyek Street, Brooklyn 6, N. Y. 9401-4

For Sale: 1—Used 44 x 84" ROBOT two pocket two door all stainless steel motor driven washer with automatic washman, 2—Used 42 x 96" Ellis motor driven all Monel washers, 1— Used 42 x 84" American Norwood all Monel motor driven washer, 1—Used 54" American Nortux extractor with two set containers. CHICAGO USED & NEW LAUNDRY EXPORTS CHICAGO 12, LILLONS. NE 8-7953.

48 x 84" SMITH DRUM, DOUBLE END DRIVE MONEL WASHERS, MOTOR DRIVEN, 2 COMPARTMENT 2 DOOR, CYLINDER DOORS CONVERTED TO OUR PINCH AND FOOL PROOF TYPE. REBUILT EQUAL TO NEW. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brocklyn 6, N. Y.

24 x 120" RETURN FEED SUPER IRONER, MOTOR DRIVEN. PRICED RIGHT. CUMMUNGS-LANDAU Laundry Machinery Co., 513 Ten Eyek 5785-47978-4

6—44 x 84" Miller Laundry Machinery Co., two pocket all stainless steel motor driven wash machines, 1—American 6 roll 120" chest type flatwork fromer. Priced to sell. CHICAGO USED & NEW LAUNDRY EQUIPMENT COMPANY, 3128 WEST LAKE STREET, CHICAGO 12, 11LINOIS. NE 2-763.

CYLINDERS WITH CUMMINGS-LANDAU STAINLESS STEEL CYLINDERS ALL WELDED STAINLESS STEEL CYLINDERS. REPLACE YOUR WORN WITH OUR FINCH AND FOOL PROOF DOORS AND ELIMINATE YOUR TEARING COMPLAINTS. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyek Street, Brooklyn 6, N. Y.

25 AMERICAN CLIP SYSTEM IDENTIFICATION UNITS, CONSIST-ING OF CLIP DETACHING AND CLIP ATTACHING MACHINE AS WELL AS NECSSARY CLIPS, AIR OPERATED. IN EXCELLENT CONDI-TION, CUMMINGS-LANDAU LAUNDRY MACHINERY CO., 305 Ten Eyck St., Brooklyn 6, N. Y.

HOPKINS TULL 2 and 4 DOOR COMBINATION CURTAIN AND BLANKET DRIERS. ABE COHEN METAL BLANKET WASHER COMPLETE WITH SQUEEZE ROLLS. CUMMINGS-LANDAU LAUNDRY MA. CHINERY CO., 305 Ten Eyck St., Brooklyn 6, N. Y. 9752-4

AMERICAN STREAMLINE 8 ROLL FLATWORK IRONER 120" EQUIPPED WITH VACUUM AND SPRING PADDING, EXCELLENT LATE TYPE. REASONABLY PRICED FOR QUICK BUYER, JUSTIN INC., 37-18 \$2md STREET, LONG ISLAND CITY J, N. Y. STILLWELL 4-4479.

10 NATIONAL MARKING MACHINES, BOTH HAND AND POWER OFERATED, 8 to 16 CHARACTERS. CUMMINGS-LANDAU LAUNDRY MACHINERY CO., 305 Ten Eyek Street, Brooklyn 6, N. Y. 9750-4

American Master Cascade Monel metal motor driven washers 42 x 84" WITH 4 COMPARTMENT 4 DOOR PULLMAN CYLINDER, 42 x 96" WITH 8 COMPARTMENT 8 DOOR PULLMAN CYLINDER, REBUILT READY FOR IMMEDIATE DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyek St., Brooklyn 6, N. Y.

CUITING BUSINESS—SHIRT UNIT—4 girl American Tiltor, \$1,000, EXTRACTOR—48" open top Tolhurst, \$800, BLANKET STRETCHER—2 draw Schramm, \$500, BOILER—60 HP Erie Economic, \$600, WATER HEATER—1000 gal. storage, copper lined, \$300. HANDRERCHIEF IRONER & FLUFFER, large size, Huebsch, \$350. U. S. Laundry, 48 N. Water Ave., Sharon, Pa. 9844-4

4 Bock 17" Extractors at \$225 each. 1 Cook 25# Twin Washette, \$600. All in excellent mechanical condition. Speedy Washer Manufacturing Co., 5500 N.W. 2nd Ave., Miami, Florida. 9851-4

Forse Master Sleever, 6 months old, \$500. 2 American 51" Wearing Apparel Presses, \$250 each. 1 Prosperity 118PO Mushroom Press, \$200. 1 American 41C Body Press, \$150. 1 Prosperity 1025 PO Press, \$100. All presses in excellent condition. The Dakota Laundry & Dry Cleaners, 115 outh First Avenue, Sioux Falls, S. Dakota.

For Sale: American ultra speed drying tumbler size 44" x 94" three pocket, steam heated, 3 phase 60 cycle 250 volt A.C. motors, available for shipment in two weeks. \$1,450 as is, where is. Write E. T. Sherwin, American Linen Supply Co., 8 Second St. North, Fargo, North Dakota. 7911-6.



"Call him for your Machine: y needs— There's always a bargain." SEE OUR SPECIALS BELOW.

WILLIAMS MACHINERY CO. MACHINE

RING WILLIAM'S SPECIALS: American Cascade Monel Metal Washers, 42 x 84", 2 pockels, motor driven, rebuilt, equal to new, one year guarantee, at bargain prices. WILLIAMS LAUNDRY MACHINERY CO., Inc., 37-16 28nd St., Long Island City 1, N. Y.

RING WILLIAM'S SPECIALS: American 8 roll late type Streamline Flatwork Ironer, 120" rebuilt, equal to new, one year guarantee, bargain price. WILLIAMS LAUNDRY MACHINERY CO., Inc., 37-16 22nd St., Long Island City 1, N. Y.

RING WILLIAM'S SPECIALS: 120" American Standard 6 roll Flatwork Ironer, rebuilt, guaranteed one year, bargain price. WILLIAMS LAUNDRY MACHINERY CO., Inc., 37-16 22nd St., Long Island City 1, N. Y. 988.4.

RING WILLIAM'S SPECIALS: 48" American and Hoffman Amico, Open Top, motor driven Extractors, completely rebuilt, equal to new, one year guarantee, bargain prices. WILLIAMS LAUNDRY MACHINERY CO., Inc., 37-16 22nd St., Long Island City 1, N. Y.

HING WILLIAM'S SPECIALS: 48 x 126" American Master Cascade Monel Washer, 18 pockets, also 42 x 96" American Cascade, 2 pockets, also 8 pockets, motor driven, rebuilt, guaranteed for one year, bargain prices. WILLIAMS LAUNDRY MACHINERY CO., Inc., 37-16 22nd St., Long Island City 1, N. Y.

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RING WILLIAM'S SPECIALS: American Tiltor Shirt Unit, and Prosperity
8-girl and 4-girl Units, also 51" Apparel Presses, 54" Coat Presses and
Mushroom Presses, rebuilt, like new, guaranteed for one year. WILLIAMS
LAUNDRY MACHINERY CO., Inc., 37-16 22nd St., Long Island City 1,
N. Y. 9889-4

KING WILLIAM'S SPECIALS: Huebsch and American Open End Tumblers, 36 x 30", also Purkett Shakeout Conditioning Tumblers, 48" and 72", motor driven, rebuilt, equal to new, guaranteed for one year. WILLIAMS LAUNDRY MACHINERY CO., Inc., 37-16 22nd 51., Long Island City 1, N. Y.

RING WILLIAM'S SPECIALS: American Norwood Cascade Monel Metal Washer, 36 x 54", 2 pockets, 2 doors, also 24 x 34" and 24 x 34", 1 pocket, 1 door, also American Champion Hylo Monel Metal Washer, 42 x 36", 3 pockets, rebuilt, equal to new, guaranteed for one year, at bargain prices. WILLIAMS LAUNDRY MACHINERY CO., Inc., 37-16 22nd 51., Long Island City 1, N. Y. 9801-4

KING WILLIAM'S SPECIALS: American 2 roll 120" return Flatwork Ironer, latest type, motor driven, rebuilt, like new, guaranteed for one year. WILLIAME LAUNDRY MACHINERY CO., Inc., 37-16 22nd St., Long Island City 1, N. Y. 9892-6

Brand new, fully complete 4-girl Prosperity shirt unit, flat sleeve. In original packing. Cost \$4,500, will sell for \$3,600 to quick buyer. ALPART LAUNDRY SERVICE, 282 DAROTA STREET, PATERSON, N. J. 9852-4

Shirt unit, two-girl, New Yorker with automatic timers. Complete set-up including sorting rack, Bishop folding machine, starch cooker, etc. Two years old. Sacrifice. Rex Cleaners, 1834 Penn North, Minneapolis, Minn. 7834-4.

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